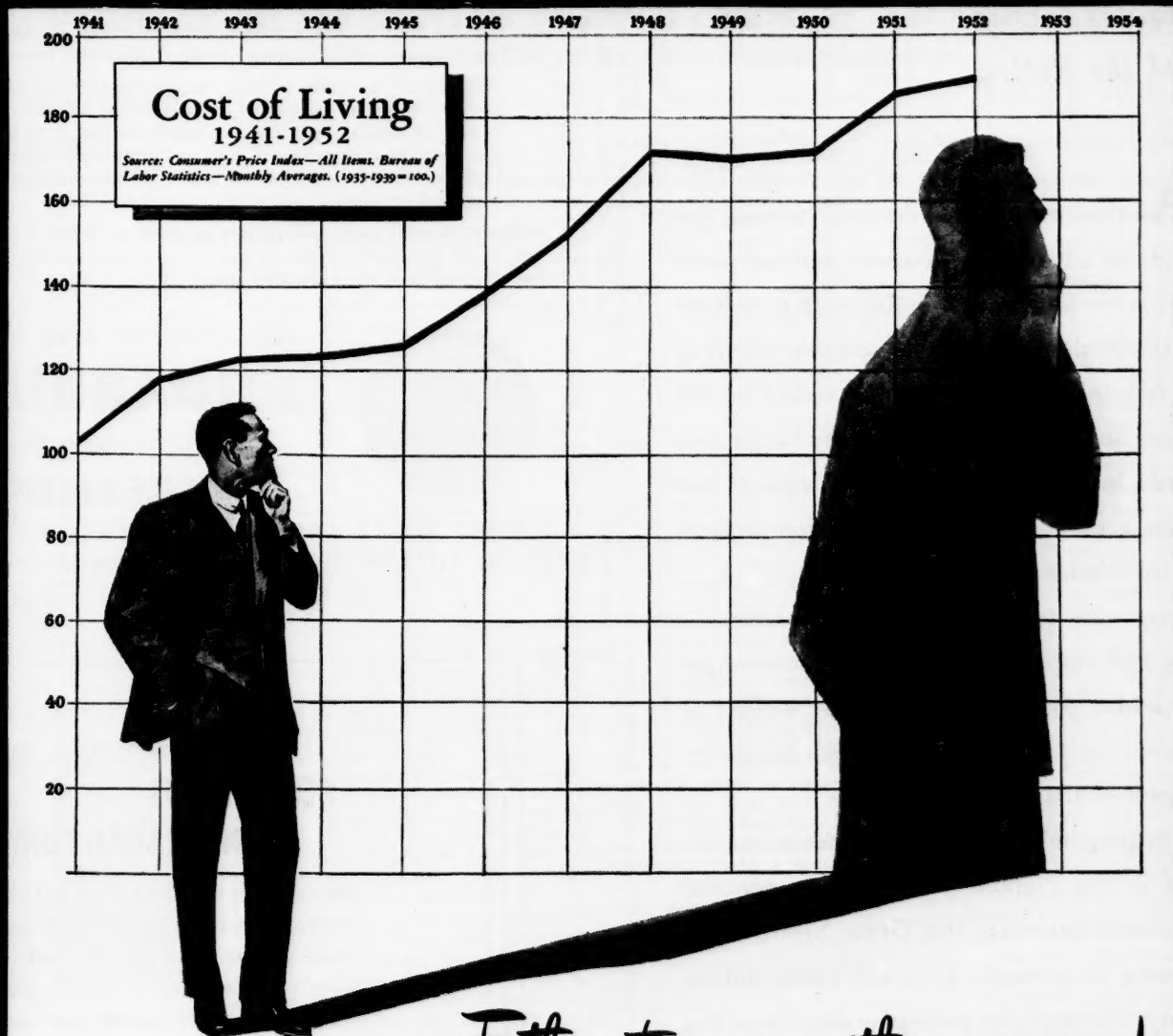


The NATIONAL UNDERWRITER

Life Insurance Edition



Fathers, too, are worth more now!

In the few years since 1941, the cost of everything your family needs has almost doubled. This means that the man who takes care of the bills is worth *twice* as much now in terms of his family's security.

So if *your* life insurance has not doubled during those years, chances are it could not pay your family's bills at 1953 prices.

Wouldn't it be wise to bring your life insurance into line with *today's* living costs just as soon as you can?

Get the help of one whose career is planning the financial security of families and businesses—a New

England Mutual man. He's an expert who can fit *flexible* insurance to *your special* needs. Rates on the policies he works with have *not* gone up, and liberal dividends help to reduce your payments.

Besides being protection for the future, your life insurance is family security *right now*. For its cash value is like money in the bank, ready to meet an emergency or put cash in your hand on short notice. Life insurance is a financial asset—probably your most valuable! Write today to Box 333, Boston 17, Mass., for "Your Life Insurance Guide." It's a booklet that's full of *practical* information that'll help you get more out of your life insurance. No cost or obligation.



The **NEW ENGLAND**  **MUTUAL** Life Insurance Company of Boston

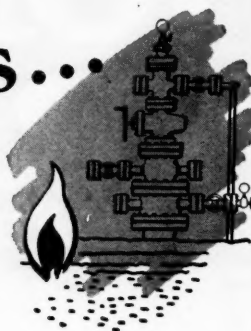
THE COMPANY THAT FOUNDED MUTUAL LIFE INSURANCE IN AMERICA—1835

THIS ADVERTISEMENT APPEARING IN LEADING NATIONAL WEEKLIES

FRIDAY, JUNE 26, 1953

Natural Gas...

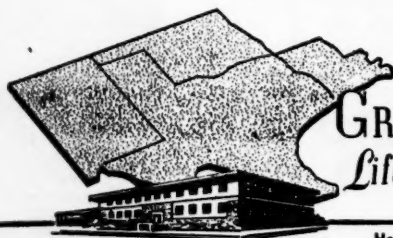
**Economic Boon
to our Section
of the Nation**



At the turn of the century, natural gas made its advent as a domestic and industrial fuel in the Southwest. Today, with two-thirds of the Nation's production and one-fourth of its transmission lines, the area served by the Great Southern provides not only for its own needs, but also supplies an abundance of this clean, economical fuel to many other sections of the Nation.

Along with new comfort for our homes . . . new fuel efficiencies for industry, natural gas has added greatly to the economic welfare of our section and contributed much to the resources of the Nation.

By helping individuals and families in our section of the Nation establish their personal economic security, the Great Southern is growing in strength, progressiveness and security. Through the protective benefits of life insurance, thousands of Great Southern policyowners, as well as our own Great Southerners, enjoy the richer, fuller life of assured financial security.



**GREAT SOUTHERN
Life Insurance Company**

Home Office Houston, Texas

SERVING A GREAT PEOPLE IN A GREAT SECTION OF OUR NATION

GUARDIAN

Protection against

"Economic death"

Thank you for all the help and kindness you have shown me throughout my illness.

In 1928, and again in 1929, a railroad executive bought GUARDIAN LIFE protection. In 1932 he became totally disabled with tuberculosis.

"Thank you," he writes in 1953, "for all the help and kindness you have shown me throughout my long illness. It is very trying to give up almost everything—an experience that is as hard to bear mentally as physically. I have tried to show my appreciation by telling my friends and relatives how much your help has meant to me and my family."

GUARDIAN'S Disability Income Provision (\$10 per month per \$1,000) is available with all our regular policies—including term—to men ages 15 to 50. Get full particulars from your nearest GUARDIAN office.



LIFE-ACCIDENT AND HEALTH

The GUARDIAN
Life Insurance Company
OF AMERICA

FIFTY UNION SQUARE NEW YORK 3, N. Y.
OVER A BILLION DOLLARS INSURANCE IN FORCE

"PEOPLES LIFE INSURANCE COMPANY

From the day the corner stone was laid, forty-six years ago, the builders of Peoples Life have made a dream into a tangible reality—a company whose methods of business, policy contracts and friendly service, and cooperation with their underwriters are second to none.

Figures and achievements over the years are proof of the uncompromising standard of honesty, the unselfish desire to be of service and the triumphant fact that Peoples Life, sturdy as the oak, stands ever ready to continue the guaranteed protection of life insurance regardless of conditions.

You will find it pays to be friendly with "



PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"

Frankfort

Indiana

The NATIONAL UNDERWRITER

The National Weekly Newspaper of Life Insurance

57th Year, No. 26
June 26, 1953

Myers to Be New N. Y. Life President, Josephs Chairman

**Harrison Retiring at
Year End; Others
Get High Positions**

George L. Harrison, chairman of New York Life, will retire at the end of the year. Devereux C. Josephs, now president, will succeed Mr. Harrison as chairman. Clarence J. Myers will be advanced from executive vice-president to president, effective Jan. 1, 1954.



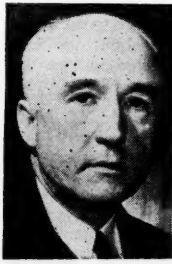
George L. Harrison

Dudley Dowell, vice-president in charge of agency affairs, and Richard K. Paynter, Jr., financial vice-president, will become executive vice-presidents at the close of the year.

Mr. Harrison, who will continue as a director, became president of New



Devereux C. Josephs



Clarence J. Myers

York Life in 1941 following his resignation as president of the Federal Reserve Bank of New York.

Mr. Myers joined the company in 1943 as secretary and in 1948 became executive vice-president. He will be the company's 12th president since its establishment in 1845.

In a realignment of field operations, New York Life has established four



Dudley Dowell



Richard K. Paynter, Jr.

new geographical regions, designated as the Pacific, western, eastern and central regions.

Dudley S. Bates, field vice-president

(CONTINUED ON PAGE 15)

Bruce Shepherd Reviews Current Trends for San Francisco Actuaries Club

Bruce Shepherd, manager of Life Insurance Assn. of America, and A. N. Guertin, actuary of American Life Convention, gave a discussion of life insurance current events at a luncheon meeting of the Actuarial Club of San Francisco while they were there for the National Assn. of Insurance Commissioners meeting. There were quite a number of commissioners and other visiting firemen on hand. Leo Nordquist of West Coast Life presided and Mr. Shepherd was introduced by Charles Mehlman, actuary of the California department.

Mr. Shepherd noted the entry of life companies into the A. & H. business, which he said helps the companies improve their services to the public, while at the same time bringing new problems, new actuarial responsibility, and more work for more actuaries.

Agitation for expansion of the social security act is causing a lot of thinking on whether the life companies shouldn't get back into the total and permanent disability field more extensively.

Mr. Shepherd said a current problem is what can be done for professional groups in the way of tax deferral to aid in providing retirement benefits to put them on the same footing as employed persons. This is a complicated problem, he said. To try to remove one form of discrimination may produce other forms of discrimination. The solution offered by the present form of the Jenkins-Keogh bill, he said, is not the best one and effort should be made to see if there is not a better way to handle this.

The speaker stated that Thomas I. Parkinson, chairman of Equitable Society, has over the years demanded that the government bond market be unpegged and freed from federal support. He stuck his neck out and in so doing served the life insurance business, Mr. Shepherd said. Today there is a free money market. The investment research department of L.I.A.

is getting increased recognition, he added.

Mr. Shepherd expressed the hope that the life insurance business will be able to find the answers to the tax problem created by promoters trading on the tax position of the life companies. A solution evolved by the business would be better than having someone else's answer crammed down the companies' throats, he indicated.

Mr. Shepherd said he detected a shift in the responsibility of management to supervision. As an example he said section 213 in New York limits expenses in such detail and there is so much over-lapping that there is little room for management to take much responsibility or initiative. He also mentioned the matter of uniform allocation of expenses as bearing on policy dividends. He said it appears to be the intention of advocates of uniform allocation to carry this so far as to limit the companies in their freedom of decision on dividend policy.

Mr. Shepherd said there is restiveness in the agents' ranks. Many agents feel they are underpaid. The compensation limits of New York's section 213 tend to favor the salaried manager type of organization, with a consequent trend on the part of agency heads to give up their independence.

On the score of company membership in the New York State Assn. of Life Underwriters, Mr. Shepherd said the organization would like to increase its income so that it can do a better job. It wanted the companies to recognize that the association had made material contributions to the welfare of the companies and the policyholders. The company non-voting membership idea was proposed so that the companies would pay for one-half of the expenses of the state association. However, the National Assn. of Underwriters intervened and asked the New York state association to defer action

(CONTINUED ON PAGE 15)

Unsound Extremes Seen in Piling of Group on Group

**Concern Felt Over Possible
Adverse Selection, Sharp
Curb on Tax Advantage**

By ROBERT B. MITCHELL

NEW YORK—A 25-life group with \$80,000 on each participant may sound fantastic but it is only an extreme example of what is resulting from the current rush to pile group on group. An eight-deep pile-up of group insurers is admittedly out of the ordinary but six or seven companies providing an aggregate of \$60,000 or \$70,000 per life isn't uncommon.

Highly paid executives and partnership members are pushovers for this kind of sale—and why wouldn't they be? They get non-medical underwriting even though it is obvious that a goodly percentage of them would be rated or rejected if applying for ordinary. The premiums are paid by the corporation or partnership, which in turn passes on the bulk of the load to Uncle Sam as a deductible business expense. Cost figures look extremely attractive, for few look ahead to the way cost of term insurance zooms up at the older ages or to the staggering outlay for converting to ordinary, should that become necessary. As a matter of fact, though, the cost could be a lot higher without having any effect on sales, since the premium is paid by the management—and the government.

Another thing that is adding to the momentum of this type of sales in New York is the widely accepted belief that New York will not be long in adopting the model limits advocated by the companies and the agents—\$20,000 per life or 1½ times a year's salary, subject to a top limit of \$40,000. New York currently has no limit and plenty of hay is being made. This ceiling threat also operates to some extent in other no-limit states where the model legislation appears imminent.

These multi-layer groups have not only caused concern among agents but among some of the more conservative group people as well. The larger group writers, as a general thing, won't be a party to them. A triple-decker is about as far as the bigger companies will go, and usually they won't even go that far unless they consider that they have the basic policy. Of course, once a company is on a risk it can't get off, no matter how many more companies superimpose their coverages on what the group started with.

From an underwriting standpoint, the main fear is anti-selection, actual and potential. To what extent are impaired risks being accepted because of the absence of medical underwriting? Even assuming these wouldn't

(CONTINUED ON PAGE 16)

Late News Bulletins . . .

Dr. Kiefer Heads Equitable, N. Y., Medical Staff

Dr. Norvin C. Kiefer has been appointed chief medical director of Equitable Society. He received his medical degree from University of Michigan and after private practice in Geneva, Ohio, from 1931 to 1945 he was commissioned in the army in the U. S. public health service. He had been in the office of the surgeon general and later was made director of a new program of emergency health planning. Since 1951 he has been director of the special weapons defense division of the federal civil defense administration.

Gulf Life Stock Offering Moving Well

NEW YORK—The public offering of 999,216 shares of Gulf Life stock that went on sale June 17 at \$18 a share through an investment banking syndicate was about 75% disposed of by the middle of this week. Sales have been very largely to individuals, although there have been some institutional buyers, including trust accounts and several life companies.

Sales have been best in the southeast, and very good in the middle west. Outside of the New York City area about 90% of allocations have been sold. In New York, sales are about 60% of allocations. As is customary in such operations, syndicate members are committed not to trade in the stock until all the available shares have been disposed of. However, there is reported to be a small

(CONTINUED ON PAGE 16)

Wins \$1,500 Suggestion Award

Short-Cut Slashes Work Done for Banks on Assignments of Policies for Loans

NEW YORK—Here's a way home offices can cut out a lot of work that is ordinarily done for banks to which policyholders assign their policies as collateral for loans. It's a short-cut so good that Metropolitan Life has just awarded a record-breaking \$1,500 for it to Karel V. Ctibor of its ordinary conservation correspondence section, a figure that tops the previous suggestion-award high by \$500.

In substance, Mr. Ctibor's idea was (1) stop calculating cash values for banks as of current date, as had previously been done; (2) instead, give the bank the date to which premiums have been paid, from which the bank itself can determine the present value, if it should want to. Since the loan is usually for at least a year, the date to which premiums have been paid is usually enough of a guide for the bank's protection. The exact cash value as of the date of assignment is generally immaterial.

Metropolitan furnishes the bank, in tabular form, all the information it needs to calculate the cash value of the policy. The form contains a space for the cash value as of the date to which premiums are paid, but that value is not included if it can be ascertained from the table of values in the policy; it furnishes any additional values, such as dividends with interest accumulation, cash value of paid-up additional insurance, which would not be shown in the policy, and it gives the existing policy loan indebtedness; it provides a space for the net value, but that is left blank. Thus with the table of values in the policy, plus the information furnished by Metropolitan, the bank can easily compute the net cash value.

The table of values in the policy

doesn't show them annually, beyond 20 years. Relatively few policies in force longer than that are involved in assignments, but when one is, the company furnishes the cash value figure as of the anniversary dates preceding and subsequent to the date to which the premiums have been paid, thus enabling the bank to compute the exact current cash value if it wants to. For example, if a policy has been paid for 22 years and 3 months, Metropolitan would supply the 22d and 23d anniversary values. Under the system formerly in effect the company would actually compute for the bank the exact cash value for 22 years and 3 months.

If a bank wants to know the increasing cash values of one of these older contracts when extending a loan, Metropolitan supplies it with a five-year table of extended cash values.

A year's trial has proved Mr. Ctibor's plan to be sound, time-saving for the Metropolitan, and fully satisfactory to the banks. Of all the banks with which Metropolitan has had dealings in connection with assignments for loans, only one objected, but after conferences with a Metropolitan representative, readily went along with the arrangement.

Mr. Ctibor's award-winning suggestion was designed to mesh in with a system adopted a dozen years ago by Metropolitan to cut down the seriously mounting load of work in connection with policy assignments to banks. Interest rates were low and people wanting to borrow on their insurance were turning in large numbers to banks instead of to policy loans. Particularly burdensome to the company were the recurring periodic requests from banks for year-by-year information on as-

signed policies such as current cash value, premium information, etc., most of which could be ascertained by the banks from the policy itself.

Metropolitan realized of course the importance to the bank of having all the necessary information at time of assignment as well as the importance of the bank knowing of any default in premium payment so it could elect the nonforfeiture option best suited to protect its interests. Normally, this is the reduced paid-up option, preserving the cash value, in which the bank usually is most interested.

Consequently Metropolitan devised a system by which every assignee, whether or not requested to do so, would be notified of a lapse within the period permitted by the policy for election of nonforfeiture option, thus relieving the banks of the necessity of checking on premium payments. Also devised was a form giving the bank at time of assignment, if then requested, or at any time later if not requested at the outset, which is rare, all the policy information it needs.

With this basic information, which is furnished only once, with the values it has in the policy, and with the Metropolitan's assurance of notification of lapse, the bank has all that it needs to safeguard its interests, and can save itself and Metropolitan all the work involved in periodic check-ups. When a bank requests periodic information, Metropolitan sends a printed statement outlining its complete information service to assignees and explaining how the assignee can keep itself posted as to policy values, and save itself the work entailed in periodic check-ups.

It was in connection with the form giving the basic information to the bank at time of assignment that Mr. Ctibor's suggestion was made. That form is entitled "Information Service to Assignees," and contains at the top the insured's name and the number of the policy involved. Following these, the form states:

"When a default in premium payment occurs on an assigned policy that has a cash value, the Metropolitan notifies the assignee accordingly, whether or not requested to do so by the assignee. If the policy includes an automatic premium loan agreement, it will be found in the policy.

"A policy may be surrendered at any time for its cash surrender value. Any amount payable to an assignee will be paid in a lump sum. If dividends are not being left with the company at interest or are not being used to purchase additional insurance, they may be applied to the reduction of premium payments; they will be paid in cash only to the assignee or with the assignee's consent.

"Premium notices will be sent to the assignee, except for policies payable on a monthly basis, giving the address of the district office where premium payment records are maintained."

There follows a box with blanks in which the home office fills in data on the premium status of the policy. This indicates the amount of premium, payment frequency, date to which premiums have been paid, whether the premiums are payable monthly and hence the premium status can be determined from the insured's receipt book, or all required premiums have been paid, or whether the policy is under the nonforfeiture paid-up provision and if so for how much and what the present cash value is.

Another box contains a space for

(CONTINUED ON PAGE 9)

Laddie Pelnar New Ill. Department Aid

The appointment of Laddie T. Pelnar, Chicago lawyer with offices at 1 North La Salle Street, as assistant insurance director was confirmed by the Illinois state senate Monday. This is a code office and he was nominated by Governor Stratton. He succeeds to the office that was left vacant by the resignation of Thor Wanless, the Springfield attorney.

Mr. Pelnar was assistant Illinois state director of revenue when Dwight Green was governor. He had been general counsel of Chicago Traders Assn. and had his offices there besides which he was engaged in the general practice of law. Chicago Traders Assn. is headed by Howard S. Cartwright and provides bookkeeping, tax reporting, and financing services for its 1,100 small business firm members.

Cleveland, Nevada Show Best May Ordinary Gains

Cleveland, with a gain of 28% showed the greatest increase in ordinary life sales in May among the large cities. It was followed by Detroit and Philadelphia, each gaining 21%. Detroit leads for the first five months with an increase of 37%.

Nevada led the states in increase showing a gain of 69%. Vermont was second with 32%, followed by South Carolina and Pennsylvania, each with 27% gains. Nevada is the five month leader, with an increase of 46%.

Gilbert Gardner Heads N.Y. Life News Bureau

Gilbert Gardner has joined the public relations department of New York Life as head of its news bureau. He was formerly chief of the Chicago bureau of the New York Journal of Commerce and has been with Fairchild Publications and the Chicago Herald-American.

John Hancock Changes

John Hancock Mutual Life has promoted Robert L. McVie from assistant personnel director to associate claim director. Milton O. Corey, who has been with the company's policy departments, becomes assistant personnel director.

Dr. Robert M. Putnam has been named health director in charge of the company's medical clinic, succeeding Dr. Alan H. Knapp, who resigned to enter general practice.

Mr. McVie, a fellow of L.O.M.A. Institute, has been with the company since 1946. Mr. Corey is an associate of L.O.M.A. Institute. Dr. Putnam received his medical training at McGill University and was an army medical officer until spring of this year.



Lendon A. Knight of Royal Neighbors and Foster F. Farrell, secretary of National Fraternal Congress, are shown at insurance commissioners' meeting at San Francisco.

NORTH AMERICAN REASSURANCE COMPANY

LIFE

and

ACCIDENT & HEALTH
REINSURANCE EXCLUSIVELY

J. HOWARD ODEN, President
161 EAST 42nd STREET
NEW YORK 17, N. Y.

New Aid

Laddie T. Pe...
with offices at...
et, as assistan...
confirmed by...
Monday. This...
was nominated...
He succeeds...
vacant by the...
Wanless, the

Assistant Illinois...
e when Dwight...
had been gen...
Traders Assn...
besides which...
general practice...
Assn. is head...
right and pre...
reporting, and...
its 1,100 small

da Show y Gains

gain of 28%...
increase in ordi...
y among the...
ved by Detroit...
gaining 21%...
st five months...
s in increase...
Vermont was...
ved by South...
nia, each with...
the five month...
of 46%

eads eau

ined the pub...
of New York...
s bureau. He...
e Chicago bu...
urnal of Com...
with Fairchild...
icago Herald.

nges

Life has pro...
from assistant...
associate claim...
ey, who has...
s policy de...
ant personnel...
m has been...
n charge of...
nic, succeed...
who resigned

of L.O.M.A...
the company...
an associate...
Putnam re...
ing at McGill...
rmy medical...
year.



oyal Neigh...
secretary of...
gress, an...
ommissioner

Eisenhower Sends Greetings on Aetna 100th Anniversary

A message from President Eisenhower congratulating Aetna Life on its 100th anniversary was delivered by Senator William A. Purtell to 8,000 company employees and guests Sunday at a garden party on the home office grounds. Senator Purtell spoke during the intermission of a two-hour concert by the Boston Pops Orchestra. He said: "President Eisenhower feels that we can have no security as a nation unless we have security as individuals and certainly the success of your organization in the last 100 years is not only a tribute to the skill and the initiative and the integrity of your management and all those associated with you, but it is further proof of the desire of the average American to be responsible for his own security and for the security of those near and dear to him."

In acknowledging the greetings brought by Senator Purtell, which included congratulatory letters from the President and Vice-president Nixon, Morgan B. Brainard, Aetna Life president, praised the contributions Aetna Life employees have made to the success of the company.

He then cut the first pieces from an 11-foot, 200-pound-birthday cake modeled after the gold-domed tower of the company's home office.

Hundreds of floral tributes and congratulatory messages, including a letter from Secretary of Commerce Weeks, were received from all sections of the nation, from Canada and Europe and even one from India.

Kendrick Tells Dangers of Too Much SS Expansion

The dangers of over-extending social security measures were described by Benjamin B. Kendrick, research associate of Life Insurance Assn., before the work shop on economic education at the University of Tulsa.

If social security programs are liberalized as currently demanded, Mr. Kendrick said a conservative estimate would put the cost of the overall program at about 25% of taxable payrolls, not including the \$200 million a month being spent for public assistance. He also mentioned there is a possibility that social security liberalizations eventually may go beyond what has so far been demanded. If the advanced standards for social security recommended by International Labor Organization, of which the United States is a member, were established, ultimate costs would approach 40% of taxable payroll.

Mr. Kendrick said average Americans think of social security as a relatively low-cost program, adding they would be astounded to learn what it may cost in the future. If social security payments were not met by a withholding system, the true cost would be realized and chances would be much poorer for adoption of many of the liberalizations demanded, he said.

Donohue to Des Moines

New York Life has appointed Jack Donohue manager at Des Moines succeeding Carl W. Legerwood who retires after 30 years with the company. Mr. Donohue, with the company since 1947, was formerly assistant manager there. Mr. Legerwood has been manager since 1949.

• Sally Cunningham, Security Mutual Life at McCook, Neb., has been elected treasurer of the Nebraska Business & Professional Women's group.

Mass. Mutual Winds Up Agent Regionals

Massachusetts Mutual Life Agents' Assn. has held three of its four 1953 regional conferences to date, with the final meeting scheduled at Dixville Notch, N. H. Regionals already have been held at Asheville, N. C.; Santa Barbara, Cal., and Mackinac Island, Mich.

Principal speakers at the first three conferences were Vice-presidents Chester O. Fischer and Charles H. Schaaff. The general program of each meeting included talks and discussion groups on sales tools, business insurance, package selling, and programming.

In his talk, Mr. Fischer stated that buying and selling power would determine the nation's business level and that a moderate increase in general consumer buying and civilian production could offset any anticipated reduction in defense outlay. He said he believed the country could have a prosperous economy based on peacetime living.

Mr. Schaaff said agents have the greatest sales opportunities today since the 1920's. He listed favorable factors on the national level, today's needs and new uses for life insurance, the company's standing, and the agents' individual ability as reasons for his optimism.

The program committee for the conferences includes Desmond J. Lizotte, general agent at Newark; Royse W. Jackson, Detroit, president of the Agents' Assn.; Ewing Carruthers, Jr., Memphis, and John P. Veith, St. Louis.

A. J. Gillette Heads Cal. Life Agents

California Assn. of Life Underwriters at its annual meeting at Riverside



A. J. Gillette

elected Alpheus J. Gillette, Connecticut Mutual Life, San Diego, president succeeding R. Edwin Wood, San Francisco.

Reed C. Nelson, American Mutual Life, Oakland, was named vice-president. M. E. Baird, Taft, is secretary; Thomas W. Reineau, Modesto, treasurer, and John V. Hines, Sacramento, executive secretary. Kellogg Van Winkle, Equitable Society, Los Angeles, was named both national committeeman and legislative chairman.

The Central Valley association (Modesto) was awarded the president's plaque for having done the best work with respect to membership. At the banquet, addressed by Dr. Robert A. Nisbet, University of California, a special plaque was awarded to Joseph Charleville, retiring executive secretary, honoring his 25 years of association work.

• Forty-five years of service with Pacific Mutual Life will be marked July 1 by A. M. Klages, Pittsburgh. Appointed general agent in 1908, Mr. Klages retired from management in 1945, but has continued as an active agent.

Naval Assn. Bound by D. C. Insurance Law, Judge Holds

WASHINGTON—Navy Mutual Aid Assn. lost its fight for exemption from District of Columbia life insurance law when District Judge Holtzoff refused to issue a declaratory judgment of such exemption. Effect was to hold the organization subject to the law.

It was announced that appeal would be taken to the appellate court for D. C. Milton D. Korman, D. C. assistant corporation counsel, argued the case for the D. C. department, while Francis C. Brooke, Jr., represented the naval association.

Head of the association is Fleet Admiral Fechteler, chief of naval operations.

Prudential Raises Five in Pacific Coast Area

Prudential has made several appointments in its western territory. They include: Gerald A. Wasson and James R. Dolan promoted to training consultant and field training manager respectively in the western home office at Los Angeles; Harold Jacobs and Oscar B. Snyder advanced to staff manager at Tucson and Berkeley, Cal., respectively; and Jacob J. Sprinzel and Samuel Farber named assistant managers at Phoenix and San Francisco respectively.

Mr. Wasson, formerly staff manager at Whittier, Cal., joined Prudential in 1939 at Los Angeles and in 1949 was promoted to staff manager at Santa Ana, Cal. He went to Whittier earlier this year. Mr. Dolan started with the company in 1946 and in 1948 was transferred to Denver. He was raised to staff manager in 1950.

Mr. Jacobs went with the company in 1951. Mr. Snyder, who joined Prudential in 1951 at Easton, Pa., was transferred to California in 1952. Mr. Sprinzel entered the business with the company in 1936, later left the field, and in 1948 rejoined Prudential as an agent at Mesa, Ariz. Mr. Farber began in insurance in 1946.

C.C.I.A. Members Listed

In addition to Federal Life & Casualty of Battle Creek and North Central Life of St. Paul, latest companies to join Consumer Credit Insurance Assn., the membership is comprised of All American Assurance of Lafayette, La., American Life of Birmingham, Bankers National Life, Central National of Omaha, Central States Health & Accident of Omaha, Coastal States Life of Atlanta, Colorado Credit Life, Credit Life of Springfield, O., Employers Life of Birmingham, Mutual Benefit H. & A., North American Life & Casualty, Old Republic Credit, Pyramid Life of North Carolina, Southern Life of Atlanta, Volunteer State Life, Western National Life of Amarillo and World of Omaha.

N. Y. Transcripts Still Available

The New York State Assn. of Life Underwriters still has a supply of its transcript of the annual meeting proceedings at which the reasons for the company member plan were explained in full. Further requests for this should be sent promptly to the association office at 75 State street, Albany, as the mimeograph sheets will not be held longer than necessary to take care of orders sent in the next week or so.

• Oklahoma General Agents & Managers Club held its annual picnic at Twin Hills Country Club, Oklahoma City. Guests were John Erwin, Howard Ausin and George Taylor, assistant insurance commissioners.



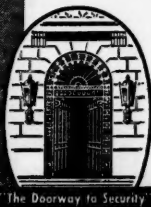
6 MORE FIRSTS In Kentucky

Again in 1952 Commonwealth led all insurance companies operating in Kentucky in . . .

1. Ordinary Sales
2. Weekly Premium Sales
3. Total Sales of Individual Insurance
4. Ordinary Gain
5. Weekly Premium Gain
6. Total Gain of Individual Insurance

Continuing Commonwealth leadership in its own home-state of Kentucky is evidence of the persistent and fruitful efforts on the part of the Commonwealth fieldmen in this State. Their record should be recognized by all. They have reason to be proud of it.

INSURANCE IN FORCE, April 30, 1953—\$648,087,790



COMMONWEALTH
Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.

The Doorway to Security

Pacific National Holds 25-Year Convention

The life insurance industry can do more than any other to offset future recession, Ray H. Peterson, president, stated at Pacific National's 25-year convention at Sun Valley, Ida. Mr. Peterson explained that if agents sell savings and investment insurance now, such money will be available to bring back a buyers market in a deflationary period.

Other first day speakers were J. L. Firmage, senior vice-president; Wayne E. Hibbard, state manager, the company's star producer for 1952, and Raymond Ohara, Hawaii.

After second day talks by Wm. I. Spere, executive assistant, and Virginia Sumner, general agent at San Diego, there was a panel discussion with Kenneth W. Cring, vice-president and superintendent of agents, as moderator. Participating were Messrs. Peterson and Spere, L. W. Messinger, vice-president and actuary, and Dr. James Z. Davis, medical director.

Other highlights were a general agents' breakfast, addressed by Donald C. Eldridge, home office agency supervisor, and a luncheon at which the

President's Cup was awarded to the Mid-Pacific agency of Hawaii. The agency now has won the cup four consecutive years.

Life Advertisers Plan Fall Annual at Boston

The annual meeting of Life Insurance Advertisers Assn. will be held at the Statler hotel in Boston, Oct. 8-10. Theme of the session will be "Profit From Experience".

Royden C. Berger, Connecticut Mutual Life, is general chairman for the meeting. Association president is David W. Tibbott, New England Mutual.

Acacia Raises Term Limit

Acacia Mutual has increased the issue limit on term insurance from \$50,000 to \$100,000. Where the amount of term insurance applied for and in force (including the value of term riders) exceeds the old \$50,000 limit, it will be necessary to submit a statement showing the need for such an amount of term coverage.

• Francis J. Smith, supervisor of the life file department of Travelers, has retired after 35 years service.

ALC Medical Chief

Dr. Karl W. Anderson, Northwestern National Life, new chairman of the medical section of American Life Convention, elected at the annual meeting



Dr. K. W. Anderson



Dr. Davis S. Garner

at White Sulphur Springs, W. Va., succeeds Dr. Davis S. Garner, Shenandoah Life.

Dr. Anderson graduated from the University of Minnesota medical school, and has served on its medical staff since. He joined Northwestern National as assistant medical director in 1931, was appointed chief medical officer in 1941 and medical director in 1946. He

also holds the title of 2nd vice-president.

In addition to the other officers reported in last week's issue, Dr. Arthur E. Parks, Canada Life, was elected program chairman.

Plans Set for Biggest Ohio State Life Meet

Ohio State Life will hold its largest company convention ever June 28-July 2 at Asheville, N. C.

After a keynote speech by Wayne Lewis, Columbus, O., the company production leader, a panel composed of Glen Carper, Tiffin, O.; Lee Hazlett, Mansfield, O.; Emil Hein, Bakersfield, Cal., and George Kendro, Detroit, will discuss "Where Do I Find My Clients." Moderator will be Frank L. Barnes, 1st vice-president and director of agencies.

The company's progress in the A. & H. field will be reviewed by Charles Barry, A. & H. department manager. Paul Gilbert, agency assistant, will follow with a talk on "Successful Selling."

Answering objections and conservation of business will be considered by another panel, composed of Walter Bush, Cleveland; R. J. Geary, Toledo; Sergius Leach, Lexington, Ky.; Eugene Matyas, Hazelton, Pa.; James C. McFarland, Cincinnati, and Ralph Stewart, Muncie, Ind. Warren Howe, superintendent of agencies, will be moderator.

Other highlights will include a talk on "Our Place in the Economy of Our Country" by Claris Adams, president, and a session on personality development, conducted by Glen Drake, Osceola, N. Y., founder of the Glen Drake school on that subject. There also will be a full program of entertainment. Howard Kraft, superintendent of agencies, is in charge of arrangements.

Finds Usurious Interest Charged Via Insurance

The Consumer Finance Law Bulletin notes a decision of the Georgia appellate court in Peebles vs. State, affirming a conviction for charging usurious interest exceeding 5% per month by means of charges for insurance on consecutive weekly loans of \$20. In each transaction the borrower was charged 4 cents for life insurance of \$25 and \$2.63 for one month's H. & A. insurance of \$43.83, 25 cents for writing the insurance and 8 cents for interest on the loan. Actually, according to this report, no sickness coverage was provided in connection with a loan for only one week and the first three days of disability were also excluded from coverage. The evidence was held to show that the insurance was a contrivance or device to obtain usurious interest. It did not show whether the lender remitted all the premiums to the insurer, or whether he received part of them back as commissions, but the court held that since he charged the borrower for insurance covering an entire month, he was entitled to only one policy-writing fee each month. The other policy-writing fees with the interest charged as such exceeded 5% per month. The court recognized that a lender may in good faith require insurance as security and that when so required its cost to the borrower is not interest.

• Raymond P. Schaefer, district manager at Huntington Park district, Los Angeles, for Prudential, celebrated his 25th anniversary with the company. Mr. Schaefer joined Prudential as an agent at Long Beach Office in 1928.

Modern Woodmen of America

FOR 70 YEARS A COMMUNITY SERVANT

Our 70th year (1952) was marked by a 25 per cent increase in new business and continued gains in financial strength. That Modern Woodmen fully covers present-day life insurance needs as evidenced by additional gains during the first quarter of our 71st year.

IMPORTANT FACTS about Modern Woodmen Service

- Modern Woodmen now has a 70-year record of faithful service to members and beneficiaries.
- More than \$775,000,000 has been paid in benefits.
- Our record of prompt payment is unsurpassed.
- Assets exceed \$175,000,000 in a strong investment portfolio.
- More than 25 plans of insurance are issued . . . covering the needs of every member of the family from birth to age 60.
- Modern Woodmen gives THE POLIO-PROTECTION PLUS—extra protection at no extra cost.

MODERN WOODMEN OF AMERICA
HOME OFFICE ROCK ISLAND, ILLINOIS

HAVE YOU A "FOREIGN TRAVEL" PROBLEM?

OUR WIDE EXPERIENCE WILL PROVIDE THE ANSWER

BRANCH
OFFICES

• Baltimore • Chicago • Cincinnati • Cleveland • Detroit • Hartford
• Honolulu • Lansing • Los Angeles • Newark • Philadelphia
• Pittsburgh • Portland • Saginaw • San Francisco • Seattle

Also licensed in the Dist. of Columbia, Arizona, Delaware, Idaho and Virginia.

YOUR OWN COMPANY FIRST . . . THEN

THE MANUFACTURERS LIFE

1903 • 50 YEARS IN THE UNITED STATES • 1953

Economic Conditions, Life Sales Are Linked

Life insurance companies have the responsibility of keeping abreast of great changes in the approaching period of increased competition, Holgar J. Johnson, president of Institute of Life Insurance, told the conference of western leaders of Great-West Life at Banff, Alta.

Mr. Johnson said that changes would affect public attitudes and the purchase of life insurance, in one way or another.

"The past 10 to 20 years have seen the most dynamic changes in all history," he declared, citing these changes: More people are earning more money, the population is gaining at a record pace, there is a great increase in the number of families, employment is up, more people are growing older, families are moving about more, more youngsters are receiving higher education, people are saving and spending more, living and eating better, and great cultural advances have been made.

In practically all cases, these changes affect insurance needs, Mr. Johnson said, and thus affect its purchase. The public must be made conscious of the changes and their impact if action is to be taken to meet the new needs.

The institute president said that while a buyers' market might develop and competition be greatly increased, there will be an opportunity for a material expansion of life insurance. Buyers will be more discriminating, and it will be necessary to keep in mind that the way sales are made has a material effect on public attitudes.

"On the average we have about one year's earning capacity of the American people covered by insurance today," he said, "while the ideal program should cover liquidation expenses, a life income for dependents, some special coverage for mortgages, education and the like, with some consideration for the retirement years.

"Therefore, if as a minimum we could set a goal of insurance equal to at least five years' current income, we would materially upgrade the insurance on the public. And in so doing, we would also gain public good will—for the best attitudes come from the well insured person, no matter what his economic bracket."

Mr. Johnson offered a formula for the agent to adopt in building better public relations: 1. Discover just who makes up your public. 2. Find out what those people think of you. 3. Decide what you want them to know and think about. 4. Be the kind of person you want your public to know you to be and do those things that prove it.

Talks by D. E. Kilgour, assistant general manager and agency director; Earl M. Schwemm, Chicago manager; and H. W. Manning, vice-president and managing director, who addressed Great-West's eastern regional conference at Bretton Woods, N. H., were covered in last week's issue.

H. S. Wilson Visits Coast

President H. S. Wilson of Bankers Life of Nebraska is visiting agencies in California, Washington and Oregon.

Bankers Life May production was largest for any single month in its history, and Mr. Wilson said he expects the pace to be maintained. The company has been operating on the west coast for about six years and currently is deriving about 30% of its business from that area.

Mr. Wilson noted that present higher interest rates have enabled Bankers Life to resume policy dividends on

paid-up insurance. They were discontinued 12 years ago.

Resident manager for Bankers Life in the three coastal states is M. V. Loneragan, San Francisco.

Huebner Foundation Grants

Huebner Foundation for Insurance Education has granted the following 17 university fellowships and scholarships for 1953-54:

Fellowships: Robert S. Cline, Missouri; Samuel J. Cobb, Georgia; W. W. Dotterweich, Pennsylvania; F. A. Henningsen, Montana State; Kenneth W. Herrick, Connecticut; Philip S. James, Nebraska. Donald R. Johnson, Huntington College, (Ind.); Jack C. Keir, Kansas State; Jonas E. Mittelman, Buffalo, Grant M. Osborn, Washington; Irving Pfeffer, McGill, (Toronto); J. E. Pierce, Florida; F. J. Schwenker, Harvard; Harold W. Snider, Washington. Scholarships: George V. Hallman, III, Pennsylvania; Fred H. Nicklason, Gustavus Adolphus, (Wis.) D. R. Tilton, Northwest Missouri State.

Gross' Gross Grosset

The Prudential ordinary agency at Columbus, O., managed by Richard I. Gross, produced 280 applications totaling \$3,368,924 during a five-week campaign commemorating the anniversary month of the ordinary department. Leaders were Sam Chickarella, William Sheehan, Jack Richmond and Robert Armbrust, all first-year agents.

Philadelphia Life Bids Elliott 'Happy Birthday'

Philadelphia Life observed the birthday of President William Elliott at a dinner dance that also climaxed the company's President's Month production campaign.

Star performers during the drive who received silver cigarette boxes at the dinner were General Agents Russell Gohn, Carl Dillman, Harry E. Thoms, Jr., Myles E. Gross, all of Pennsylvania, and Jack Wardlaw, regional director for North Carolina.

Other Pennsylvania producers honored were Alexander Newstein, Edward T. Stephenson, Frank Powell, George H. Werl, Joseph Cimbala, Edwin Schweriner, C. H. Smolens, Paul H. Marsteller, and Nevin A. J. Loose. Edward F. Berke and A. H. Johnson, both of New Jersey, were also cited.

In addition to the new production figure, Mr. Elliott also received a pair of binoculars from the General Agents Assn., and three prints depicting the early days of life insurance from the Regional Directors Assn.

The general agents also presented Mr. and Mrs. Elliott a silver tea serv-

ice marking their 25th wedding anniversary.


Hits Dual GI Coverage

WASHINGTON—U. S. Chamber of Commerce has written to the House veterans affairs committee opposing legislation authorizing servicemen to obtain government insurance coverage as well as servicemen's indemnity. This legislation "would duplicate or compete with private insurance facilities", the chamber declared.

The letter said it was believed government's obligation "can be adequately met without creating or extending a government life insurance program in competition with private business, the cost of which is paid from general revenues."

Managers Hear Executive

A. W. McMullen, manager at San Francisco for National Cash Register Co., reviewed methods used in development of sales organizations and production in a talk before San Francisco General Agents & Managers Assn. The association conducted its annual "play day" June 2 at the Mount Diablo Country Club, when new officers were elected and installed.



THE AVERAGE FELLOW NEEDS LIFE INSURANCE MORE THAN EVER

What with continued high prices and high taxes, it is just about impossible for the average man to save enough, from his own labors, to accumulate adequate future security for his family.

None the less, however, he needs this security.

So the only plan for him is Life Insurance.

Shield Men who represent this Company specialize in building security for average people, and it seems there are a lot of them.

The NATIONAL LIFE and ACCIDENT *Insurance Company*

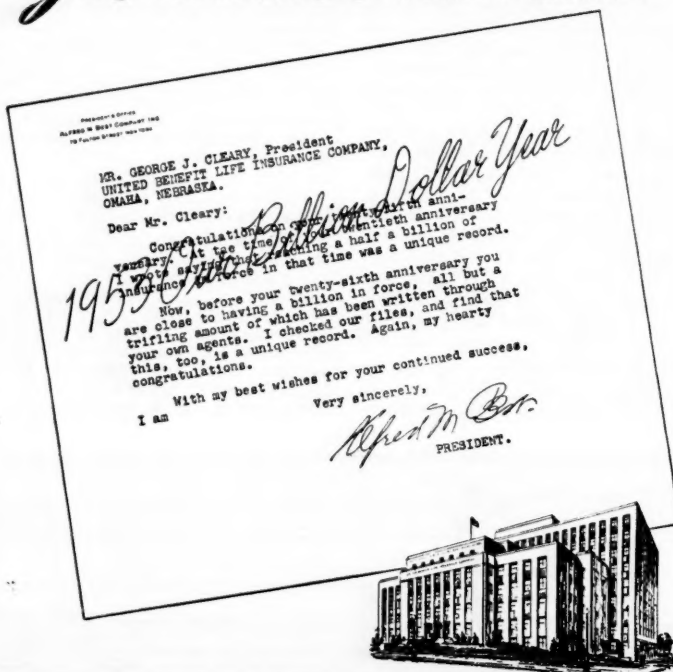
INCORPORATED

Home Office: NASHVILLE, TENNESSEE

Thompson Hartford Head

John H. Thompson, Loyal Protective

Life, has been elected president of Hartford Assn. of A. & H. Underwriters.

Yes. Another WORLD'S RECORD!UNITED BENEFIT LIFE INSURANCE CO.
ONE OF AMERICA'S FOREMOST LIFE INSURANCE COMPANIES
OMAHA, NEBRASKA**CHASE CONOVER & CO.**CONSULTING ACTUARIES AND ACCOUNTANTS
ESTABLISHED 1935**ANNOUNCES**AN ADDITIONAL SPECIALIZED SERVICE FOR
INSURANCE COMPANIESSYSTEMS AND PROCEDURES FOR PREMIUM AND CLAIM RECORDING AND CONTROL.
OPERATING EXPENSE BUDGETING, ANALYSIS AND CONTROL.
APPLICATION OF TABULATING MACHINE EQUIPMENT TO COMPANY REQUIREMENTS.

M. F. BRENNAN, M.C.A., LIFE, ACCIDENT AND HEALTH DEPARTMENT.

A. S. BOYD, JR., FIRE AND CASUALTY DEPARTMENT.

KENNETH CAMDEN, C.P.A. TAX AND COMMERCIAL DEPARTMENT.

135 SOUTH LA SALLE STREET
CHICAGO 3, ILLINOIS

TELEPHONE FRANKLIN 2-3868

**PROTECTED HOME CIRCLE
SHARON, PA.**

FOUNDED IN 1886

A Legal Reserve Fraternal Insurance Society

JOSEPH SPENCER, President

L. D. LININGER, Secretary

SHARON, PA.

**May Get Five Codes
on Insurance in Ariz.**

With the appointment in Arizona of a five-member advisory group to assist in drafting a new insurance code, there has developed a movement to write five separate codes with the idea that the bickering that developed in the last legislative session would be avoided at least for those groups that had nothing controversial to hinder adoption.

When the Arizona code was being debated in the legislature, the fire and casualty people had only minor points they wanted clarified, and these were not considered obstacles to adoption; however, action was postponed for a year following the squabble between the legal reserve and the domestic benefit life companies.

Members of the advisory committee are: Stock fire and casualty, Harry W. Nason, executive secretary of Arizona Assn. of Insurance Agents; non-stock fire and casualty, Dan H. Higgenbotham; legal reserve life, E. D. McGwire; mutual benefit and domestic, Alfred S. Hanson, president of Charter Oak Ins. Co. of Phoenix and president of Assn. of Arizona Insurance Companies; A. & H. and disability, William B. Huie, Arizona general agent of Business Men's Assurance.

This group will assist only in the code considerations and will not participate in the investigation by a legislative committee of the state's insurance business.

**Seek Permit to Open
Spokane Life Company**

A permit has been sought in the state of Washington to sell 5,000 shares of preferred 3% cumulative stock at \$100 per share and 50,000 shares of common at \$1 per, leading toward the establishment of Columbia Pacific, a life and A. & H. company with headquarters at Spokane.

Filing the application was Lee Klos, Washington broker, who with the following, are incorporators of the new company: Dr. D. G. Corbett, Spokane; Clarence J. Dostert, Spokane accountant; Donald Engdahl, Spokane lumberman; Joe Lux, Empire Air Lines; Dr. Robert L. Rochford, Spokane surgeon; Ray H. Lamp, farmer; Hugh B. Tinling, electrical contractor; Gus J. Bouten, building contractor; Robert M. Brown, attorney, and G. E. Leader.

Offices of the company currently are at Mr. Klos' residence at Spokane.

Versteeg Leading Producer

Chester Versteeg, Pacific Mutual at Los Angeles, was the company's nationwide top producer for May. He has been a member of the Big Tree Honor Club of Pacific Mutual for more than 16 years.

Volunteer State Streak

Agents of Volunteer State Life, in a dawn-to-midnight sales streak, produced \$1,504,000 in new business honoring the birthday of President Cecil Woods. The day's figure, which set a company record, also assured a new June production mark.

Managers Elect Pelouze

Robert Pelouze, manager at Fresno for West Coast Life, has been elected president of Central California General Agents & Managers Assn. He formerly was secretary-treasurer and vice-president of the association.

• Harold L. Regenstein of the Peyser general agency for Manhattan Life, New York City, was feted at a luncheon honoring his record production of \$1,800,000 for 1952.

ACTUARIES**CALIFORNIA****COATES, HERFURTH &
ENGLAND**

CONSULTING ACTUARIES

San Francisco Denver Los Angeles

CA. - VA. - N.Y.**BOWLES, ANDREWS &
TOWNE**Consulting Actuaries
Employee Benefit Plans

Atlanta • Richmond • New York

ILLINOIS**CARL A. TIFFANY & CO.**

CONSULTING ACTUARIES

111 West Wacker Drive
CHICAGO 4

Telephone FRanklin 2-2633

Harry S. Tressel & AssociatesCertified Public Accountants
and Actuaries

10 S. La Salle St., Chicago 3, Illinois

Telephone FRanklin 2-4829
Harry S. Tressel, M.A.I.A. Wm. H. Gillette, C.P.A.
H. A. Hecox, F.S.A. Robert Murray**INDIANA & NEBRASKA****Haight, Davis & Haight, Inc.**

Consulting Actuaries

ARTHUR M. HAIGHT, President

Indianapolis - Omaha

MICHIGAN**ALVIN BORCHARDT**

Consulting Actuaries

76 West Adams, Detroit 26, Michigan

Phone WOodward 1-9515

NEW YORKConsulting Actuaries
Auditors and Accountants**Wolfe, Corcoran & Linder**

110 John Street, New York, N. Y.

PENNSYLVANIA**FRANK M. SPEAKMAN**

CONSULTING ACTUARY

ASSOCIATE
E. F. Higgins

THE BOURS

PHILADELPHIA

Chase Conover & Co. Offers New Service to Insurers

Chase Conover & Co., consulting actuaries and accountants of Chicago, announce an additional specialized service for insurance companies comprised of systems and procedures for premium and claim recording and control, operating expense budgeting, analysis and control and application of tabulating machine equipment to company requirements.

M. F. Brennan, M. C. A., the managing director of the firm in charge of the life and accident and health department has been with the company since its inception. He was previously for seven years with several insurance companies. He took over the management following death of Mr. Conover last September.

A. S. Boyd, Jr., joined the company in February, 1952, and is in charge of the fire and casualty department. He has had 25 years experience in the actuarial and accounting field representing both company and the public. He was for five years associated with a large national accounting firm and operated as an independent for about 10 years. He also held executive positions in several insurance companies.

Kenneth Camden, a practicing C.P.A. since 1937, will specialize in and will have charge of the tax and commercial department.

Chase Conover & Co. was established in 1935 and operates on a nation-wide basis.

Henry Anderson Heads A.M.A. Insurance Division

Henry Anderson, insurance manager of American-Broadcasting-Paramount Theaters, has been elected vice-president of the insurance division of American Management Assn. Paul H. Schindler, insurance manager of Youngstown Sheet & Tube, has been elected as a new director, and E. H. Conarroe, manager of Policyholders Service Bureau of Metropolitan Life, was reelected as a director.

Neb. Conditions Eased

The Nebraska legislature, in amending the small loan law, authorized licensees to write credit life and H. & A., and fire and extended coverage on real and personal property and automobile insurance including the third party lines. Insurance commissions received by licensees are exempted from prohibition against charges supplementing the authorized small loan rate. However, licensees are barred from requiring credit life and A. & H. cover as a condition of a loan.

Before amendment the law permitted licensees to require property insurance and there was an implication that the licensee could sell this, but there was a specific prohibition as to the requirement on sale of other types of insurance.

New Decreasing Term Forms

Equitable Life of Iowa is offering 10, 15 and 25-year non-participating decreasing term policies with premiums payable for 7, 12, 16 and 20 years, respectively, with a \$5,000 minimum issue amount.

They will be considered non-medically, subject to the company's regular non-medical rules. They will also be considered on the same basis as permanent insurance with respect to war risks. Conversion of 80% of the remaining protection to permanent insurance may be made without evidence of insurability any time within the first 10 years, as of the attained age

only. The minimum issue age is 20, the maximum such that the policy will expire at age 65. A non-convertible waiver of premium disability benefit is available.

Prudential Promotes Stalnaker, McEvoy

Prudential has advanced Armand C. Stalnaker to general manager of the ordinary department. He was formerly assistant general manager.

The company has also promoted James E. McEvoy, Jr., former manager



A. E. Stalnaker



James E. McEvoy, Jr.

of field services, to regional manager for New York City. Henry L. Wilson of Detroit will succeed Mr. McEvoy as service manager.

Mr. Stalnaker joined the company as associate regional manager in 1950, and became assistant general manager in 1951.

Mr. McEvoy went with the home office in 1936 and subsequently became a special agent, then assistant manager at Newark. Mr. Wilson has been with the company since 1951.

Wash. AFL Queries Insurers On Union A. & H. Bids

A questionnaire has been sent out to A. & H. insurers by Washington State Federation of Labor to determine who will be given the right to bid on AFL health-welfare plans now being established.

In his letter accompanying the questionnaire, E. M. Weston, federation president and executive director of the federation's health-welfare service, states that the establishment of the service "was not based on any ideas of federation profit or the control or regulation of the actions of our membership, nor to set or disturb policies of interested underwriting carriers of labor health-welfare plans."

All interested insurers are to be allowed equal participation opportunities, Mr. Weston wrote. Fees or commissions for any service the federation provides will not be requested or accepted. He estimates that by Oct. 1, some 30,000 members and their dependents will be newly placed under security plan protection.

"You have the right to participate if you so desire," Mr. Weston's letter reads. "Several bid specification letters are soon to be released by labor-management trustees. For the purpose of determining to whom plan specification letters should be mailed, we have prepared the enclosed questionnaire. Those returning the questionnaire will be classified according to their wishes and policies and will automatically receive information on pending placement of coverage."

In recent speeches before AFL unions, Weston is reported to have declared that several good insurance companies had assured the federation that they will refuse to pay commissions on union welfare plans and will give the union membership the benefit of the savings. He announced that the federation's new advisory service would make it unnecessary to pay big commissions to and have to depend upon agents and brokers.

Fifty-Ninth Year of Dependable Service

★ The State Life Insurance Company has paid \$183,000,000 to Policyowners and Beneficiaries since organization September 5, 1894 . . . The Company also holds over \$80,000,000 in Assets for their benefit . . . Policies in force number 103,000 and Insurance in force is over \$220,000,000 . . . The State Life offers splendid agency opportunities—with liberal contract, and up-to-date training and service facilities—for those qualified.

★ ★ ★

THE STATE LIFE INSURANCE COMPANY

Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

"ALL OVER the country life insurance managers and agents are watching with keen interest the program of this Company for putting much greater earnings into your pockets as a means of increasing sales."

So reads the first paragraph of a reprint of a talk delivered to the General Agents of the Philadelphia Life by President William Elliott. This enlightening talk will no doubt prove of interest to you. Why not write today for a free copy of this booklet.



Doorway to Protection

PHILADELPHIA LIFE
INSURANCE COMPANY • PHILADELPHIA, PA.

William Elliott
President

Joseph E. Boettner, C.L.U.
Agency Vice President

EDITORIAL COMMENT

Still a Lot of Group to Be Written

It probably won't be too long until the group per-life limit recommended by the companies and the agents is generally adopted. Compared with some of the limits now being written, the model ceiling of \$20,000 or 1½ times annual salary, with a top figure of \$40,000, seems like peanuts. The general application of this ceiling might be considered a serious blow to the group business. Actually, it could well mean a renewed dedication to the function that group insurance was originally designed to take care of—protection for the general run of workers. There is still a lot of room for expansion in that direction even

though upward expansion were to be limited pretty generally to \$20,000 per life and \$40,000 as the absolute maximum. In spite of the large amounts of group life that are currently being written on many members of top management in business, the average group certificate is only about \$1,900. And in a great number of death claims it is found that group is the only life insurance the decedent had.

It may well be when the current hectic chase after big-limit group cases has ceased, that the wide, rather than the high, expansion of group coverage will prove a much better source of business than is generally believed.

How Far Is Uniform Allocation Going?

The heated discussion of uniform allocation at the recent meeting of the National Assn. of Insurance Commissioners should be all the warning that anyone could need. If the life companies don't want to find themselves operating under insurance department management they have no choice but to throw all their strength into the best rear-guard action they can fight against the movement that the New York department is leading.

Some tempers flared at the N.A.I.C. discussion of "U. A." but animus against Superintendent Bohlinger of New York, the department staff, or the life companies and their executives need not be involved in this conflict. No one can doubt that Mr. Bohlinger and his staff are trying their sincere best to do their duty as they see it. But of course that is no reason why the business shouldn't resist to the best of its resources and ability the wrongly conceived notion that sound regulation means taking over more and more of the functions of company management.

This attitude of the department is a curious phenomenon, considering that the department is under a Republican administration headed by Gov. Dewey, a man who campaigned for the presidency under the free enterprise banner. But the attitude is there and nobody in his right mind should fail to note it and be fully warned.

The danger to the life insurance business is that it may not properly appraise (1) what the ultimate aims of the New York department are with respect to expense allocation and all going with it and (2) how a seemingly reasonable and innocent initial piece of legislation can be used as the first

step in facilitating the next step and the next in a long but eventually effective series of moves to transfer the responsibility and authority for managing a life company from its executives and directors to the New York insurance department.

For when a regulatory authority has an over-enlarged concept of its responsibility, the first measures that the regulated industry accedes to will almost certainly fall short of producing the degree of perfection that the regulators have as their ultimate aim. So they go to the legislature and say, "In spite of this new law, there are still undesirable practices that it doesn't stop. We must have additional powers."

To those affected, who have by now gotten somewhat used to the first shortening of the tether, the additional powers sought may not seem to be worth opposing, particularly since the regulatory authority has given assurance that it will of course issue only such rules as are "reasonable." But it isn't long before it's clear that there can be a wide variety of opinions on the meaning of "reasonable."

Moreover, the tighter the laws and regulations are made, the more chance there is that somebody will overstep them, either unwittingly or in covert rebellion against an unreasonable and unrealistic restriction. Of course, as soon as these are discovered the regulators point the finger at them and exclaim, "See, we need more regulatory power, not less!"

What tends to be overlooked by regulators is that for a business to provide the service it should there is a lot more involved than just staying within a set of rules. When rules, however well-intentioned, get in the way of ex-

panded service, then there is something the matter with them. The good little boy in school who meticulously obeys all the rules may be regarded by his more idealistic teachers as the finest type of citizen but the more down-to-earth members of the faculty know that if he spends the rest of his life making sure he's not violating any taboos he'll have little time to accomplish anything really worthwhile.

The business of life companies is to insure lives and if they're hampered by too many restrictive rules they can't do their job as well as they should. In the last 20 years there has been a shocking decline in the percentage of total new business that the companies licensed in New York state account for, even though some pretty substantial companies entered New York during that time. New York licensed companies account for a large majority of the business in force and they are well managed and aggressive. Can there be any explanation for their lowered share in the total new writings except that they were hampered by New York's restrictive laws and regulations while their competitors were not?

Probably much of the reason for

Superintendent Bohlinger's more-regulation attitude, contrasting so strangely with his party's free-enterprise maxims, is that the Armstrong laws enacted nearly half a century ago were so uniquely repressive and vindictive. Even though much modified since their passage, these laws still exude a spirit of suspicion toward life company managements. The assumption is that there is almost no form of skulduggery that companies wouldn't engage in if they were not forestalled by ever-watchful Big Brother. This sort of restriction for a business that is non-monopolistic, in fact highly competitive, would be cause for general wonderment except that it has been going on so long that people are no longer surprised at it.

Whatever the reasons for the continued push into the area of company management, it's something that can't be withstood by half-measures, or by wishfully thinking that if the industry goes along with the department on a mild-seeming measure, that will be the end of the story. The fire and casualty companies are having a rough time with uniform accounting but they'd be in a lot worse fix if they hadn't resisted with every means at their command.

PERSONALS

O. Sam Cummings, manager of Kansas City Life at Dallas, past president of National Assn. of Life Underwriters, was a visitor at N.A.L.U. headquarters this week while in New York City for the annual convention of Kiwanis International, of which he is a former president. He was host at the Kiwanis-night ball game between the Yankees and White Sox to a group of friends that included **Wilfrid E. Jones**, N.A.L.U. director of public relations, and **Lawrence W. Jackson**, associate director of field service.

M. C. Ledden, Lincoln National, has been elected president of the Fort Wayne chapter of Controllers Institute of America.

I. M. Sheffield, Jr., chairman of Life of Georgia, has been named one of three co-chairmen for the Atlanta Community Chest's fall campaign to raise \$1,700,000.

Lloyd E. Corp, assistant secretary of Bankers Life of Nebraska, has been named chairman of the Lancaster County Red Cross chapter.

E. J. Faulkner, president of the Woodmen Accident companies, Lincoln, Neb., has been named a member of the U.S. Chamber of Commerce committee on insurance for his second year.

Frank R. Horner, general agent for Northwestern Mutual Life, Madison, will depart for a motor trip to Europe with Mrs. Horner and son David, July 23.

DEATHS

ERNEST C. FOLSOM, 78, founder and president of Pioneer Ins. Co., which writes life and A. & H., died at Lincoln, Neb. Mr. Folsom also served as president of the Folsom Bros. Co. agency established with his brother, M. W. Folsom, in 1893. He founded Pioneer in 1899.

MRS. GRACE SCHULENBORG RICHMAN, wife of Ralph E. Richman, vice-president of the National Underwriter Co. at the New York City office, died at Mountainside Hospital, Montclair, N. J., after an illness of about a month. She was widely acquainted among insurance people in Ohio and Indiana and later in Hartford, Boston, and the New York City area. Funeral services were at Tipton, Ind., where Mr. and Mrs. Richman grew up.

JESSE F. COHAGAN, member of the board and sentinel of the supreme circle of Protected Home Circle, Cleveland, died at the Crile Veterans Administration hospital near Cleveland after suffering a stroke at the hospital where he had been since May 29. He had been with Protected Home Circle since 1911. He was an army veteran.

J. HENRY SCATTERGOOD, retired president of Ins. Co. of State of Pennsylvania, who died last week, was a director of Provident Mutual Life.

TOM LEEMING, 57, of the Chicago insurance law firm of Eckert, Peterson & Leeming died suddenly. Well known in life insurance legal matters,

THE NATIONAL UNDERWRITER

—LIFE INSURANCE EDITION

PUBLICATION OFFICE:
175 W. Jackson Blvd., Chicago 4, Ill.
CIRCULATION OFFICE:
420 E. Fourth St., Cincinnati 2, Ohio

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Walnut 9801. Carl E. Weatherly, Jr., Southeastern Manager.

BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Manager.

Editor: Robert B. Mitchell
Associate Editors: John C. Burridge, Charles C. Clarke and F. A. Post.
Assistant Editors: Ellsworth A. Cordesman, William H. Faltyssek and Warren Kayes.

CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 2140. Chas. F. Woods, Sales Director; George C. Roeding, Associate Manager; George E. Wohlgenuth, News Editor; Roy Rosenquist, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadis, Southwestern Manager.

DETROIT 26, MICH.—1102 Lafayette Bldg., Tel. Woodward 3-2826. A. J. Edwards, Resident Manager.

Executive Editor: Levering Cartwright.
Production Manager: Robert J. Lynch.
Teletype CG-654



KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3958. Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.

Howard J. Burridge, President.
Louis H. Martin, Vice-President.
Joseph H. Head, Secretary.
John Z. Herschede, Treasurer.
420 E. Fourth St., Cincinnati 2, Ohio.

OMAHA 2, NEBR.—610 Keeline Bldg., Tel. Atlantic 3416. Richard F. Black, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127. Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.

PITTSBURGH 22, PA.—503 Columbia Bldg., Tel. Court 1-2494.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. Exbrook 2-3054. F. W. Bland, Pacific Coast Manager.

er's more-reg-
ing so strange-
free-enterprise
mstrong law
tury ago were
and vindictive
ied since their
exude a spirit
company man-
is that there
lduggery that
ge in if they
ever-watchful

restriction for
monopolistic,
re, would be
ment except
so long that
rised at it.
for the con-
of company
ing that can't
asures, or by
f the indus-
partment on
that will be
fire and cas-
ing a rough
ounting but
fix if they
y means at

78, founder
r Ins. Co.,
H., died at
also served
n Bros. Co.
his brother,
He founded

ULENBORG
E. Richman,
nal Under-
City office,
dital, Mont-
of about a
acquainted
Ohio and
ord, Boston,
ea. Funeral
nd., where
v up.

member of
the supreme
rcle, Clevel-
terans Ad-
Cleveland
the hospital
ay 29. He
ome Circle
veteran.

DD, retired
e of Penn-
ek, was a
l Life.

ne Chicago
ert, Peter-
nly. Well
al matters,

chio.

Bldg., Tel.
ck, Resident

Broad Street
3706. E. H.

umbria Bldg.

atiron Bldg.
land, Pacific

he was also at the time of his death association general counsel for Franklin Life. In recent years Mr. Leeming was host for his firm at a cocktail party given each year for the legal section of American Life Convention at its annual meeting.

WILLIAM F. A. GALLAGHER, with Metropolitan at Rochester, N. Y., for more than 20 years before his retirement, died there.

JOHN B. MORRIS, senior group annuity specialist for John Hancock Mutual at Chicago since 1949, was killed in an auto collision near Bloomington, Ill. He had been with the company since 1946.

How Short-Cut Helps Banks on Policies for Loans

(CONTINUED FROM PAGE 2)

the bank to insert the cash value when this can be determined from the policy; and for the company to fill in dividend accumulation or policy loan information that would affect the cash value. Finally, there are places for the company to indicate by check marks whether or not there is any record of any prior assignment, lien or encumbrance against the policy; or if there is a policy loan with Metropolitan, whether there is any other assignment, lien or encumbrance; the name of the beneficiary and contingent beneficiary and whether designation was with or without the right of revocation.

The form letter proves particularly valuable in eliminating most of the correspondence between banks and the home office in connection with extending loans or making new loans on the same policy.

With the information in the form letter, plus what is in the policy, the bank can keep track of increasing cash values by looking in the policy's table of nonforfeiture values. It can keep track of payment of premiums by checking the borrower's premium receipts, besides which the bank has assurance that Metropolitan would let it know at once should the policy lapse. The bank is assured that no other assignments could be made against the policy while the bank's assignment is in force. Hence, with the basic data on which it made the original loan, the bank can keep its loan fully safeguarded without having to trouble itself or the Metropolitan about additional data on policy anniversary dates.

Metropolitan's plan has gone over extremely well with the banks, many

Old Line Leaders Install Clifford As President

Star Leaders Club of Old Line Life, at its annual four-day meeting at Three Lakes, Wis., installed J. E. Clifford, Milwaukee, as president succeeding N. D. Hempe, who becomes 1st vice-president. V. J. Collins, Waukesha, is 2nd vice-president.

In a talk on "Your Finest Hour", L. E. Throgmorton, vice-president and director of public relations of Republic National Life, advised that the "period of the sales conversation should be the agent's finest hour." Mr. Throgmorton also counseled agents to take advantage of a "25th hour"—the early morning period when the agent can rise ahead of his household and meditate. This hour will pay for itself, he pointed out, as the agent grasps the ideas that will move before him.

Home office speakers were President J. H. Daggett, Paul A. Parker, agency director, meeting chairman; F. S. Talbot, director of field service; Fred J. Reynolds, attorney, and Warren J. Moore, vice-president.

of whose officers have expressed the wish that all life companies would adopt the same system. An Indianapolis banker wrote: "The system outlined in your letter is quite acceptable to us and frankly, we are pleased to be afforded relief from checking current policy status of policies which are assigned to us for collateral purposes. In the future we will refrain from the usual premium status inquiry and rely upon you for notice of any change in policy status which will affect cash values."

From a South Carolina bank official: "The plan which you outlined for submitting information of the type we requested is excellent and will serve our purpose very nicely. We want you to know that we deeply appreciate your constant spirit of cooperation."

A New Jersey banker wrote: "Your letter is especially interesting and valuable since it covers practically every item about which national bank examiners might have some doubts concerning our position as assignee. In the future we shall attempt to get all information possible from the policy itself."



Convention time was also family reunion time for the A. W. Cray family of Northwestern National Life. Pictured with Mr. and Mrs. Cray at the company's Belleair, Fla., agents meeting are their four sons and their sons' wives, all of the men being producers in the agency founded by their father. Standing, from left, are Mrs. John Cray, John P. Cray, Mrs. Vincent Cray, C. J. Cray, Vincent W. Cray, Mrs. C. J. Cray and Mr. and Mrs. Thomas U. Cray. Mr. Cray, Sr., observed his 48th anniversary with Northwestern National just prior to the convention and his sons already have a combined total of 63 years with the company.

From a California bank: "We believe we can use your letter to mutual advantage and that we can save you a great deal of nuisance by acting upon the procedure set forth therein. We assure you that a great deal of time and effort will be saved by us. We have wished for some time that there were some method of avoiding the necessity of bothering you on matters such as these that are now handled automatically by your company."

Banking magazines have commented from time to time on the amount of work that life companies are asked to do in connection with supplying data for policy assignments.

Banking said:

"In making these loans we observe the fundamental duties involved to see that we obtain original information from the insurance company as to indebtedness, assignments on file, confirmation of cash values, beneficiary, etc.; see that our collateral is in good assignable condition; and then proceed with the assignment and note or notes.

After this is accomplished, regardless of renewals or increases, we obtain only paid premium receipts and have no further correspondence with the insurance company. On the ground that our assignment is made to cover any loans at the time or in the future, we obtain paid premium receipts direct from the borrower, and the cash values appearing in the table are definitely stated for future guidance."

Observed Mid-Continent Banker:

"If banks are to continue to make these loans, they should understand the position of life insurance companies and appreciate their cooperation. Most life insurance companies are giving banks cooperation and banks should reciprocate by not asking for unnecessary information or for unusual or impossible changes in policy contracts."

• The Fort Worth agency of New York Life, managed by W. F. Hammarley, is moving June 29 from the Sinclair building to an air conditioned 2,100 square-foot office in the Kirk-Mac building at 600 East Texas street.

THE ACID TEST



The Central Standard Life Insurance Company, in its almost a half-century of sound insurance practices, has successfully met the challenge of a half dozen wars and depressions, and after each of them has emerged larger and stronger.

a neighborly company

CENTRAL STANDARD LIFE
Founded 1905 **INSURANCE COMPANY**

211 W. Wacker Drive

Chicago 6

COMFORTABLE and so very much more

Hotel Cleveland offers a warm and friendly hospitality . . . convenient, too . . . located in the heart of Cleveland next door to Union Passenger Terminal.

**OTHER SONNABEND OPERATED HOTELS**

Chicago Edgewater Beach Hotel

Boston The Somerset The Shelton

New York City Ritz Tower

Resorts Whitehall Palm Beach, Fla. Samoset Rockland, Me.

HOTEL CLEVELAND
CLEVELAND, OHIO

Join the ranks . . .

WE'RE ON THE MARCH

1. Career Contracts.
2. Liberal First Year Commissions.
3. Vested Renewals Unsurpassed.
4. Bonus on Quality Business.
5. Attractive Retirement Plan.

Our expansion program creates exceptional career opportunities in Alabama, Georgia, Kentucky, Pennsylvania and Tennessee.

Write: **G. FRANK CLEMENT**
Vice President & Agency Manager

Shenandoak Life
INSURANCE COMPANY, INC.

ROANOKE 10, VIRGINIA ★ PAUL C. BUFORD, PRESIDENT

CHANGES**Schaefer Agency Director in West for Prudential**

Raymond P. Schaefer has been promoted to agency director at the western home office of Prudential in Los Angeles. Mr. Schaefer joined Prudential in 1928 as district agent at Long Beach, Cal., and in 1930 he was promoted to staff manager at San Pedro, Cal. He had been district manager at Huntington Park near Los Angeles until his last advancement.



Raymond P. Schaefer

Security Mutual Appoints**A. N. Smith, Art Humpal**

Security Mutual Life, Neb., has named A. N. Smith, formerly district agent at Denver, as general agent at Kansas City, and has appointed Art Humpal general agent at Waterloo, Ia. Before going to Denver, Mr. Smith was district agent for the company at Englewood, Colo. Mr. Humpal entered life insurance in 1945.

Kenny Joins Canada Life

E. F. Kenny, for five years Aetna Life general agent at Oakland, has joined Canada Life as manager for the Oakland-East Bay territory.

Mr. Kenny started in the business with the Aetna Life home office, later serving as cashier at both San Francisco and Los Angeles.

Prudential Western Changes

Prudential has appointed Hugh L. Miller and Roy E. Rickeard staff managers at Albuquerque and Highland Park, Cal., respectively, and has named Err Gillespie district manager at Huntington Park, Cal.

Mr. Miller joined the company at Albuquerque in 1950 as district agent, Mr. Rickeard in 1950 as district agent at Windsor, Ont., and Mr. Gillespie, formerly field training manager at the company's western home office, went with Prudential in 1944 as district agent at Wilshire, Los Angeles. He was raised to staff manager there in 1949.

Messrs. Miller and Rickeard are veterans.

Drake New Dallas Manager

Texas Empire Life & Accident has named Robert E. Drake manager at Dallas. Formerly with United Fidelity Life, Mr. Drake has been in the business since 1946.

Webster to New Assignment

Steady E. Webster, general agent for Provident Mutual Life at Pittsburgh since 1930, has been appointed to develop a new phase of company operations in new offices there. Mr. Webster has been with the company since 1921. The home office will supervise his former agency until a new manager is appointed.

Becker Quits Seattle Post

Fred C. Becker, for more than 10 years manager of Great-West Life at Seattle and before that assistant manager of Equitable Society, has resigned to open a general insurance agency there. He has been prominent in association work and in Republican politics, having been a candidate for



A Combination Company offering all forms of Ordinary Life, Weekly Premium Life, Hospitalization, Health and Accident, and Credit Life Insurance.

\$130,339,751.00

Life Insurance in Force December 31, 1952

Our 46th Year of Service

**SALES POWER**

Our new rate book contains a wide variety of juvenile and adult policies available to meet any personal, educational, business, estate clearance or retirement need from age 0 to 75. We are particularly proud of our new, forward-looking juvenile features: exclusive new policies developed from 35 years of experience in juvenile insurance—full benefit even if issued at age 0; dismemberment and fracture and double indemnity for accidental death from birth, representing major advances in this lucrative field.

Some open territories in Illinois, Iowa, Michigan and Wisconsin.

Direct inquiries, in confidence, to

Sales Department

FIDELITY LIFE ASSOCIATION

A Mutual Legal Reserve Company

Home Office—Fulton, Illinois

Distinguished Life Insurance Service Since 1896

THE
UNITY LIFE & ACCIDENT
INSURANCE ASSOCIATION

Insures

The Whole Family

Unity agents are equipped to serve every need for personal insurance. Juvenile policies our specialty.

E. R. DEMING
President

L. J. BAYLEY
Secretary

HOME OFFICE — SYRACUSE, N. Y.

insurance commissioner three times against W. A. Sullivan, Democratic incumbent.

Connecticut Mutual Shifts Bates and Raises Leach

Connecticut Mutual Life has appointed Edward B. Bates, general agent at Kansas City, general agent at Los Angeles, succeeding William H. Siegmund. Lendol B. Leach, supervisor at Kansas City, will succeed Mr. Bates as general agent there.

Mr. Bates began with Connecticut Mutual at Chicago as a supervisor and went to Kansas City as general agent in 1949. Mr. Leach has been agent and supervisor for Connecticut Mutual in Kansas City. Both men are veterans.

Northwestern Mutual Names Talbot to Succeed Rowley

Northwestern Mutual Life has appointed J. Vincent Talbot general agent at Newark. He succeeds Everett Rowley, general agent there since 1929, who returns to personal production.

Mr. Talbot joined the company in the former Gooding and Rowley general agency at Newark in 1925. With the retirement of O. L. Gooding in 1939, Mr. Talbot became associate general agent. Since then agency production has increased 124%, while insurance in force has jumped 167%.

Mr. Rowley has been with the company since 1911.

Paul Revere Life Transfers W. R. Pittman

Walter R. Pittman has been named general agent at Jackson Mich., for Massachusetts Protective and Paul Revere Life, succeeding the late Clifford M. Biddle.

Mr. Pittman started with the companies in 1949 as agent at Jackson and a year later was promoted to agency supervisor. Earlier this year he was named general agent at Dayton, and was recalled to Jackson following the sudden death of Mr. Biddle. He is a veteran of World War II.

Attinger, Ray Advanced

Richard C. Attinger and Spencer E. Ray have been named assistant managers at Fresno for Occidental Life of California. Mr. Attinger, formerly district manager for Penn Mutual Life at Fresno joined Occidental as an agent in 1952, and Mr. Ray was a Penn Mutual supervisor at Fresno for two years prior to joining Occidental.

Franklin to Canada Life

Harold Franklin has been named north Ohio manager of Canada Life at Cleveland. He was recently with New York Life there. The late Frank B. Carr was manager at Cleveland for Canada Life for more than 35 years, and was succeeded by his son, Claude A. Carr, in 1932. Claude Carr is continuing as associate manager.

T. K. Knight General Agent

T. K. Knight has been named general agent and director of ordinary agencies for Carolina Life's new agency for South Carolina with headquarters at Columbia.

Names Joyce, Chapin

Franklin Life has named Joseph J. Joyce general agent at Pittsfield, Mass., and Neil Chapin district manager at Springfield, Mass.

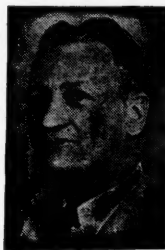
Mr. Joyce was formerly assistant manager at Pittsfield for Metropolitan. He had been with that company since 1947. Mr. Chapin had been with Aetna Life since 1932.

COMPANY MEN

Taylor Chief Medical Director, Beneficial Life

Dr. Maurice J. Taylor, formerly examiner for Beneficial Life of Utah, has been named chief medical director succeeding Dr. William R. Calderwood, retired. Dr. Calderwood continues as medical director emeritus. Named assistant medical director is Dr. Eugene Y. Hall.

Dr. Calderwood served as medical director since formation of the company. He was appointed to the board in 1945 and will continue in that capacity. Dr. Taylor is a graduate of University of Pennsylvania medical school and specialized in internal medicine at Minnesota North Western Trudeau foundation. Dr. Hall, a graduate of Rush medical college, University of Chicago, also has been an examiner for the company.



Dr. Maurice J. Taylor

Names Haling PR Director

Great National Life has named Bert Haling director of public relations. Mr. Haling was formerly regional information director U. S. Department of Commerce at Dallas. He is a veteran.

Jeffers, Barnett Advanced

The Farm Bureau companies, Columbus, O., have appointed Dean W. Jeffers, formerly manager of central operations, to a newly-created position, director of operations. James W. Barnett, previously in charge of un-

derwriting in central operations, takes over as manager of that unit. Both are veterans. Mr. Jeffers joined the companies as a part-time agent in 1940. Mr. Barnett started as an underwriter in 1946.

Northwestern Mutual Names Churchill; Scholl Retires

With the retirement of Elmer G. Scholl, cashier since 1949, Northwestern Mutual Life has consolidated his department under S. N. Churchill, new assistant treasurer.

Mr. Scholl joined the cashier department in 1906, and became assistant treasurer in 1936. Mr. Churchill, former administrative assistant, went with the policy title division in 1922, and transferred to the audit department in 1925. He was appointed agency supervisor at Seattle in 1927, and returned to the home office as a specialist in 1948.

Gulf Life Names Miller, Campbell, Stovall, Malone

Gulf Life has appointed Marvin D. Miller assistant agency vice-president; Logan H. Campbell and William E. Stovall assistant secretaries, and E. H. Malone agency secretary.

Mr. Miller has been with the company since 1935; Mr. Campbell since 1937; Mr. Stovall since 1934, and Mr. Malone since 1938.

Rehm Asst. Medical Director

Northern Life of Seattle has appointed Dr. Charles D. Rehm assistant medical director. A veteran of the last war, Dr. Rehm is a graduate of Northwestern University school of medicine and has been in private practice at Seattle.

Chicago Life of Virginia's Best

The Miller Chicago agency of Life of Virginia led all other company offices in the United States for 1952 in ordinary and premium volume for the second successive year.

COMPANIES

Lyman Baldwin Heads New Central National Life

Central National Life has been organized at Omaha with Lyman C. Baldwin, formerly vice-president of Security L. & A., as president. Clarence L. Landen, Nebraska banker, is chairman.

Initially, the company will write only credit life and A. & H., though at a later date it will develop and will write all regular lines of life and A. & H. coverages.

Paid in capital and surplus is \$500,000, with capital accounting for \$350,000. For the present, the company will confine operations to the mid-west.

Entering the business as an agent at Denver in 1933, Mr. Baldwin later became general agent in western New York for Union Mutual Life. He returned to Denver in 1941 as superintendent of agencies for Security L. & A., and after war service was named a vice-president. Later he became a director and a member of the executive committee. He has served on L.I.A.M.A. committees, has been chairman of its A. & H. committee, and is a graduate of its agency management school. He recently was named to a second term as chairman of the agency section of H. & A. Underwriters Conference.

Vulcan Moves, Expands

Vulcan L. & A. has purchased a new home office in Birmingham, Ala., at Second ave. south and 32nd street, a stone structure with 18,000 square feet of space. Occupation is planned for

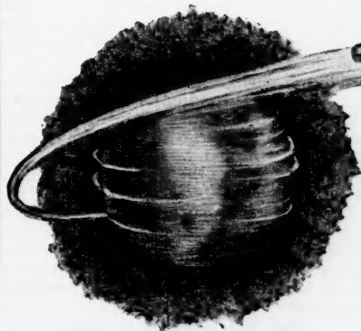


Lyman C. Baldwin

We have the opportunities
— You supply the ability.
When you're ready —

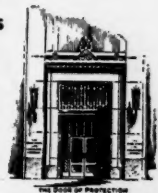
Let's Go!

- Health & Accident
- An Unusually Complete Line of Juvenile Policies
- Substantial 1st Year Commissions
- Up to 9 Years Vested Renewal Commissions
- Lifetime Compensation
- Liberal Disability Income
- Substandard Service
- Quick Sale Packages Plus The Famous "Insured Savings", "Money Saver", "Time Buyer" Plans



THE OHIO STATE LIFE
Insurance Company

Columbus 15, Ohio



CLIENT:

Do you sell
Life Insurance?

INDEPENDENT BROKER:

Sure!

YOUR OWN LIFE INSURANCE DEPARTMENT...AS CLOSE AS YOUR PHONE

Now, your nearest Connecticut General brokerage office can give you all the advice, specialized service, sales and promotion assistance you need to handle life coverage profitably.

Get the details: Telephone the Connecticut General office nearest you or write us—Connecticut General Life Insurance Company, Hartford, Connecticut.

Connecticut General

NEW STARS on the HORIZON

Introducing
Monthly Premium
INDUSTRIAL
Life-Accident & Health
Policies

Guaranty Union Life
Insurance Company

RALPH W. SMITH, SR.
President

BEVERLY HILLS,
CALIFORNIA

October.

The company now has expanded into Florida, having achieved its goal of \$1 million in assets and \$1 billion in premium income, a mark it set for itself before operating outside Alabama.

Cal. Expansion Plans Told

Energetic expansion plans in California by Canada Life were detailed by T. H. Gooch, vice-president in charge of agencies, during his visit at the San Francisco agency headed by C. S. Browning. The company expects to increase its California business 70% this year and has set up a three-year goal of doubling present volume. In California and New York alone, the company expects to produce as much business this year as it did in the entire U. S. in 1952. Within the next 15 years, it expects to be producing more business in the U. S. than in Canada.

Moves from Austin to Dallas

National Foundation Ins. Co. of Austin has moved to 2307 Cedar Springs road, Dallas. This company was formed in 1947 under the title of Employees National. It writes life and A. & H. The president is Pierce P. Brooks.

Independent L. & A. Buys Hotel

Independent L. & A. of Jacksonville has purchased the Royal Palms hotel, adjacent to its home office building, for \$85,000. Independent's home office, now under construction, will be expanded to the hotel building and meanwhile the hotel will remain under its present management.

• American Bankers Life has been licensed in Oklahoma, with Lawrence N. Wilson, First National Bank building, Tulsa, as general agent.

Insurance Librarians Meet

Librarians representing U. S. and Canadian insurance companies have been in Toronto this week attending the annual meeting of the Special Librarians Assn. Sessions were sponsored by the insurance division, and a number of social events have been given by Toronto companies and by Canadian Life Officers Assn.

Presiding as association president was Miss Elizabeth Ferguson, librarian of Institute of Life Insurance.

Among the speakers at the insurance division meetings were Muriel Williams, Phoenix Mutual Life; Naomi Frazier, Towers, Perrin, Forster & Crosby; Betty Gillies, Fidelity Mutual Life; Marguerite McLean, New Institute of Winnipeg; William Mortimer, L.I.A.M.A.; Marjorie Holt, John Hancock Mutual; Ruby Church, Insurance Society of New York, and Lois Nelson, Metropolitan (Ottawa).

Insures Pineapple Industry

U. S. Life has covered the pineapple industry of Hawaii with a comprehensive group medical insurance plan protecting more than 20,000 employees and dependents.

The coverage provides hospitalization, surgical, medical reimbursement, diagnostic and x-ray benefits and will result in over \$1 million in annual premiums. Brainard & Black, U. S. Life general agency in Hawaii, instituted the plan.

New group insurance of U. S. Life during the first five months of this year shows a premium increase four times over the same period last year, Fred O. Becker, group vice-president, reported.

Des Moines Assn. Elects

Paul Raines, Hoosier Casualty, was elected president of Des Moines Assn. of A. & H. Underwriters at the annual meeting. Aaron B. Coonce, Washington National, was named vice-president, and Pete Romani, secretary.

ACCIDENT

VA Finds Non-Service Exclusion Clause Is Legal and Binding

Veterans administration apparently is convinced that hospitalization insurers cannot be forced to drop the exclusion clauses relieving them of liability for payment to VA hospitals for non-service connected disabilities. In its Washington letter, American Medical Assn. quotes a note written by the chief medical director of VA in which he says: "It is safe to say that most of the policies currently being written contain some of these or similar exclusion clauses. There is nothing illegal about this. The parties have a right to contract as they please. No state insurance commission, or other regulatory body, or governor, would have any legal authority to require such insurance companies to insure a risk they do not want to insure."

Defeat Osteopathic Pay Plan

A proposal by labor that Blue Cross at St. Louis give full payment to osteopathic hospital treatment was defeated by a narrow margin at the annual meeting of Group Hospital Service. Presently a member using an osteopathic hospital can collect a maximum of \$7 a day while those using medical hospitals under certain conditions can have virtually the entire bill paid for by the Blue Cross.

Howard F. Baer, Blue Cross treasurer, said the current St. Louis plan reserves of \$813,000 are inadequate, amounting to emergency payments of 2.4 months compared with a desirable coverage of 3 to 6 months. Elmer F. Nester, the plan's executive director, said St. Louis Blue Cross members go to the hospital more often and stay longer than subscribers elsewhere. The admission rate at St. Louis is 132 per 1000 members compared with the national average of 126.

San Diego A. & H. Men Elect

At the annual meeting of San Diego (Cal.) A. & H. Underwriters Assn., John D'Alfonso, California-Western States Life, was elected president; William C. Peck, General American Life, vice-president; Charles C. Cordell, Lincoln National, secretary and Verne O. Whiting, Occidental Life of California, national and state committeeman.

Edward R. Hodgkins, vice-president and manager of agencies of Paul Re-

VICE PRESIDENT CREDIT LIFE COMPANY

An established insurance company is entering the credit life field and wants a man to head this project. He must know credit life and be able to set up and operate a company. \$20,000 minimum starting salary with benefits and guaranteed increases.

Send your qualifications confidentially to:

FERGASON PERSONNEL
330 S. WELLS ST. CHICAGO, ILLINOIS
HARRISON 7-9040

vere Life and Massachusetts Protec-
tive, spoke on "Sell Yourself First".

Fourth Insurer Cited by Maloney on Sales Conduct

Maloney of California has filed an accusation against Hearthstone Ins. Co. of Massachusetts and its president, W. Clement Stone, who holds a non-resident broker's license, charging misrepresentation and fraudulent conduct of business in the sale of A. & H. insurance in California.

This is the fourth A. & H. company that Mr. Maloney has gone after in recent months. The first three, World of Omaha, United of Chicago, and National Travelers of Des Moines, were cited on "fraudulent and misleading" advertising, and Hearthstone is charged with misrepresentation and fraudulent conduct in the sale of a certain limited accident policy. Mr. Stone is charged with having aided and abetted the company's misrepresentation.

Maloney alleges that the company's program, as embodied in its printed training material, instructs the agents, employees and representatives to solicit "in an artful, cunning, tricky, deceiving, misleading and fraudulent manner." He cites 27 individual instances of specific misrepresentation by agents in the solicitation and sale of policies in Fresno, and nearly all of the company's agents specializing in sale of the policy in question have been individually charged with misrepresenting that policy.

A finding against Hearthstone could result in a suspension of its California license, and Mr. Stone stands to lose his non-resident broker's license. Hearthstone is part of the Combined group of Chicago, of which Mr. Stone is the head.

Throgmorton at San Antonio

San Antonio Assn. of A. & H. Underwriters at its June meeting observed its 10th anniversary. Speaker was Louie Throgmorton, vice-president of Republic National Life. There were 71 members and guests on hand, with Hal Bennett, Employers group, the president, presiding.

Williams Heads Claim Men

The Boston L. & A. Claim Assn. elected Joseph M. Williams, Columbian National, president, at its annual outing at Marlboro, Mass. Others named were: Allyn L. Baker, Massachusetts Mutual, vice-president; George R. Bacon, H. C. Hawthorne Co., Boston, treasurer, and John P. Brady, Union Mutual Life, secretary.

Record Enrollment at Purdue

Thirty agents from 12 companies are currently representing the largest enrollment in life insurance indoctrination at Purdue University.

Honor Boston Mutual Leaders

Boston Mutual Life at a two-day meeting honored field leaders from 19 of its 30 district offices throughout New England.

The Boston district agency led in a 4-month spring campaign in which all previous production records for a like period were shattered. The trophy was presented to Manager Joseph White by Everett H. Lane, executive vice-president. David J. Walsh of Salem was the leading agent, with \$187,000 in combined new sales. The leadership award for 1952 was presented to the Haverhill district.

• Mel C. Kruse, branch manager for Great National Life at Amarillo, is new president of the local Lions.

FRATERNALS

Frances Olson Becomes Degree of Honor Chairman

Frances Buel Olson, president and founder of Degree of Honor Protective, has retired from the former post to become chairman. She will be succeeded as president by Edna E. Dugan, while Clara B. Bender becomes national secretary.

Mrs. Olson, a pioneer in the movement for fraternal life insurance for women, is a past president of National Fraternal Congress.

Wisconsin Lutheran Aid Federation Reelects

Wisconsin Federation of Aid Assn. for Lutherans reelected its official slate at the annual convention attended by more than 1,200 delegates at Wausau.

The incumbents are Harry E. Bert-ram, Milwaukee, president; Walter Kuehl, Neenah, vice-president, and Louis Freude, Appleton, secretary-treasurer.

Albert Nickel and Peter Kimmel, both of Milwaukee, were appointed executive committeemen.

Featured speaker was LeRoy G. Stohman, branch president at Appleton, who discussed the history of life insurance. Herbert Giese, mayor of Wausau, welcomed the delegates.

Walker Atlanta Manager of Bowles, Andrews & Towne

Bowles, Andrews & Towne, independent actuarial firm and employer benefit plans consultant at Richmond, Va., has appointed Robert W. Walker manager at its Atlanta branch.

Mr. Walker, a fellow of Society of Actuaries, has been assistant actuary of North-western Mutual Life since 1946. Before that he was with London Life and also served as actuary of the Canadian insurance department.

Bowles, Andrews & Towne has a branch at New York in addition to its Richmond and Atlanta offices.

Rockwood Co. Outing

Twelve producers from the Rockwood Co. agency of Chicago enjoyed a week-end at the Northernaire at Three Lakes, Wis., this being the reward for success in a sales contest requiring each winner to pay for \$5,000 in premiums during a 60-day period. W. C. Butler, the president of the Rockwood Co., escorted the group and Norman J. Westerhold, Jr., the treasurer who has a summer home at Three Lakes, made the arrangements. Sixteen men qualified.

Jefferson National Course

Eighteen fledgling producers were on hand for Jefferson National's basic four-day home office training course. The course, directed by Robert Skinner, assistant agency director, covered sales presentation, demonstration, and techniques.

Insurance Hearings Set

WASHINGTON—The House ways and means committee had set hearings on the 3% annuity rule, on the matter of pensions with respect to taxation and on the Jenkins-Keogh bill, so-

called, providing tax treatment for pensions for self-employed persons, at all of which life associations planned to make presentations.

Both hearings were postponed at mid-week, however, and no new dates set.

Bower Rejoins Rushmore

Rushmore Mutual Life has named Robert J. Bower general agent at Rapid City, S. D. His territory will include the northern Black Hills.

Most recently Mr. Bower was superintendent in the Los Angeles area for National L. & A. Before that he was

with Rushmore Mutual at Rapid City for several years.

Appoint Allison, Stephens

Aetna Life has appointed Earl L. Allison and Theodore P. Stephens, Jr., agency assistants. Mr. Allison, formerly with the San Diego agency, will be assigned to the home office training staff. Mr. Stephens was formerly cashier at Memphis, Des Moines and Minneapolis. Both are veterans.

• Postal Life has appointed Jerome Singer district manager for the Kar-duna agency at Brooklyn.

ANICO representatives
are Anico's best
advertisements

C. M. JOHNSON

Mgr. Roswell District Agency,
Roswell, N. M.

Charles M. Johnson is a fine example of the great careers being built all over the country by Anico Combination representatives. He came with Anico as an agent on May 14, 1935. In 1937 he was promoted to district inspector. On February 7, 1938, he was promoted to agency organizer. May 18, 1942, he was promoted to manager of the Roswell territory. During the decade since he has made it one of the most outstanding in the Company. A winner of the leader's trophy and charter member of the President's Club, Charles Johnson's agency has furnished a number of managers for other district agencies. His record is one of the finest examples of the Anico career: You can grow with Anico.



You can grow with ANICO

- ★ A working contract that permits outstanding earnings.
- ★ Policies that stand out in value against any competition.
- ★ A management philosophy that is based on the axiom that a company succeeds only when its agency force succeeds.
- ★ The most modern and effective selling aid program that can be devised.

For information without obligation
address "Executive Vice-President"

Over 2½ billions
of life insurance
in force

AMERICAN NATIONAL
Insurance Company

W. L. MOODY, JR., PRESIDENT

GALVESTON, TEXAS

GLOBE LIFE INSURANCE COMPANY

Attractive Agency Contracts

COMPLETE LIFE INSURANCE

COVERAGES—Ages 0-60

For Particulars Write Home Office

159 North Dearborn St., Chicago 1, Illinois

WILLIAM J. ALEXANDER, PRESIDENT

ASSOCIATIONS

Ark. Assn. Against Company Members, NALU Dues Boost

At a special directors meeting at Little Rock in conjunction with Arkansas Assn. of Life Underwriters training conference for new local association officers, two resolutions were passed, one opposing the proposal to admit companies as dues-paying but non-

voting members, and the other to set up a procedure to get the Arkansas group's opposition to an N.A.L.U. dues increase before the national council.

The meeting was presided over by Burnus Payne, National Life of Vermont, Jonesboro, and C. Everett Nix, National L. & A., Little Rock, association president and past-president, respectively.

A resolution opposing the dues increase was passed at the annual meeting. It stated that N.A.L.U. direction should come from local associations and that present facilities should be used for liaison between the N.A.L.U.

office and the local units instead of increasing expenses beyond existing facilities.

It was stated the resolution was not recognized at the Chicago mid-year meeting of N.A.L.U. because there was no Arkansas representative on hand to present it to the national council. The latest resolution directs officers to obtain the addresses of persons comprising the national council so that reasons for opposition can be put before them. It also will be formally presented at the Cleveland annual meeting.

If the company member plan were approved, the Arkansas group said, it would be much more difficult for associations to take any stand in representing agents, except when contributing member companies approved.

Michigan City, Ind.—Max L. Doudt of South Bend, district manager for Commonwealth Life, spoke before the LaPorte County association on "Don't Let Fear Win."

San Diego, Cal.—Davis C. Andre, Continental Assurance, is the new president. He succeeds Adam J. Kupiec, California-Western States Life. Richard K. Wilson, New York Life, is vice-president, and J. William Knibbs, National Life of Vermont, secretary.

Flint, Mich.—New president is Lowell W. Brevier, John Hancock Mutual. W. S. Seymour, manager Confederation Life, is vice-president; John T. Buchanan, 2nd vice-president G. E. Noffsinger, secretary; Arthur N. Gasline, Jr., treasurer.

Springfield, Ill.—The association has elected Walter O. Richard president; Carl Kloppenberg 2nd vice-president; Richard F. Hobson secretary, and Edward R. Bergeman treasurer.

Oakland, Cal.—The Oakland-East Bay association has elected Harry R. Pinney, Bankers Life of Nebraska, president, succeeding Melvin E. Wogoman, Prudential; F. G. Jennings, Equitable Life of Iowa, 1st vice-president; James L. McDonnell, Guardian Life, 2nd vice-president; Derald Rasmussen, Metropolitan, secretary-treasurer. Frank W. Bland, Pacific coast manager for The National Underwriter Co., addressed the election meeting.

Jacksonville, Fla.—New officers are: Robert Sommerville, Peninsular Life, president, succeeding Carl Holt Smith; Robert Kuhling, Guardian Life, vice-president, and David T. Cooper, Carolina Life, secretary-treasurer. It was announced that Mr. Sommerville and National Committeeman J. Lloyd Austin will represent the association at the N.A.L.U. Cleveland convention in August.

Johnstown, Pa.—H. W. Reynolds, manager New York Life, is the new president succeeding Carl A. Piccolo, John Hancock Mutual. Other new officers are Thomas Gasboro, John Hancock Mutual, 1st vice-president; A. K. Hemer, district manager Metropolitan, 2nd vice-president, and Edgar Hunt, New York Life, secretary-treasurer.

Sanford, N. C.—Robert Hanner has been elected president, succeeding J. A. Overton, L. A. McIver is vice-president, and Ralph Martin, secretary.

Muskegon, Mich.—C. F. Schuler was elected president succeeding Nelson Holmgren. Kenneth Mouw is vice-president; C. A. Benedict, secretary, and Harry Schalk, treasurer.

Winston-Salem, N. C.—John Googe has been elected president, succeeding Lewis E. Davenport. S. W. Brizendine, Jr., and Jay Brewer, are vice-presidents; Thomas Futrell, secretary.

Cincinnati—Glenn W. Isgrig, general agent Lincoln National, was elected president; R. C. Sanford, Phoenix Mutual, vice-president; W. W. Wray, John Hancock, secretary; Thomas Bittender, Mutual Benefit, treasurer. J. H. Grossman, Union Central, retiring president, becomes state committeeman. James Ratliff, vice-president and secretary Cincinnati Enquirer, spoke.

Des Moines—New officers are Lisle D. Payne, general agent Lincoln National, president; Hugh Roberts, supervisor Prudential, vice-president, and Norman Ackerman, Equitable Society, secretary.

Fayetteville, N. C.—Carl Schultise has been named president; Ed Edgerton, vice-president, and Miller K. Patterson, secretary. Ronald Anderson is the outgoing president.

Chambersburg, Pa.—The Franklin County association has installed Kenneth G. Schlichter of Waynesboro as its new president, succeeding Richard M. Nichols. Chambersburg. W. H. Gelbach, Waynesboro, is vice-president; Frank J. Coccagna, Chambersburg, secretary; John L. Ritchey, Greencastle, treasurer; Lewis E. Mohler, Chambersburg, national committeeman.

Raleigh, N. C.—W. F. Yates, Jr., has been elected president, succeeding Tom Williamson. W. C. Gibson is 1st vice-president; James C. Washburn, vice-president, and Frank Wilson, secretary.

District of Columbia—Louis J. Grayson of Travelers is the new president. David Marks, Jr., of New England Mutual, New York City, discussed sales techniques for business insurance.

Statesboro, Ga.—J. T. Baxter, district manager at Augusta for Carolina Life, was speaker at the inaugural meeting of the association. Officers elected are: W. E. Helmly, Life of Georgia, president; Jack Oglesby, National Life of Vermont at Metter, 1st vice-president; Wendell Burke, Southern Life, Statesboro, 2nd vice-president; and Carl W. Kitchens, Life of Georgia, Statesboro, treasurer.

Austin, Tex.—Ben P. Atkinson of American General Life is the new president, succeeding William G. Chote, Southwestern Life.

La Porte, Ind.—New officers are William Dietz, president; George Baughman, vice-president, and Allen Borders, secretary-treasurer.

Seattle—The association has elected Tom Logan, New York Life, president, succeeding Robert Rolfsness, Pacific Mutual; Franklin Stull, Penn Mutual, vice-president; Noyd

WANT ADS

Rates—\$15 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

WANTED: A SENIOR OFFICER

Attractive opportunity for an experienced life insurance man in the home office of a strong, medium sized company which needs an additional officer.

Company does country-wide business and some traveling would be involved.

Write brief outline of experience.

Replies treated in strict confidence.

Box No. T-30

National Underwriter, Room 1103

99 John Street, New York 38, N. Y.

CREDIT LIFE EXECUTIVE

Our progressive, sound life insurance company, located in the sunny Southeast, has an opening for a man with proven ability and initiative. We require an experienced executive, familiar with Credit Life and Disability operations on a National scale, who can take complete charge of sales and top level administration of a large, established Credit Life department. If you are under 50 and feel your earning potential is unlimited, we would be interested in hearing from you. Address S-83, The National Underwriter, 175 W. Jackson Blvd., Chicago, Ill.

WE WANT YOUR MILITARY BUSINESS

Why continue to lose commissions on rejected applications?

Can your present companies give you:

1. Top Commissions and Renewals All Vested for Life
2. Easiest Selling Policies You Ever Offered
3. No Volume Limits—No Physical Examinations—No Rejections
4. Best Home Office Service in the Business

If the Answer is NO to Any of These Four Questions—You Should Write To

AGENCY DIRECTOR
P. O. Box 1190
Phoenix, Arizona

All inquiries strictly confidential

Detroiters Elect, Recess

Harry N. Phillips, Sun Life of Canada, has been elected president of Detroit Assn. of Life Underwriters. First vice-president is J. R. Kennedy, New England Mutual; 2nd vice-president, William M. Milligan, manager Manufacturers Life; secretary, F. M. Minninger, Connecticut General; treasurer, Carl E. Moody, Penn Mutual.

Before the first September meeting, the association will consider the possibility of periodic suburban meetings through the fall. Increased membership and an enlarged welfare program will also get some serious consideration.

Philadelphia Slate Elected

Philadelphia Assn. of Life Underwriters has elected Caspar Haines, general agent New England Mutual, president. Other new officers are Lou Hauslein, general agent Provident Mutual, 1st vice-president; J. H. Pennock, Penn Mutual, 2nd vice-president, and V. S. Mollenauer, general agent Connecticut Mutual, treasurer.

Harry C. Copeland, general agent Massachusetts Mutual, spoke on "Price vs Cost" at the election meeting. Illustrating the contrast between price and cost, Mr. Copeland pointed out that "price is anything you can get if you have the cash", while cost is "what you have to pay in terms".

Congress at Charleston

The largest meeting of Charleston (W. Va.) Assn. of Life Underwriters marked the spring sales congress there, attended also by life insurance figures from neighboring cities.

Speakers were Dr. Leroy Lewis, national educational director of American Institute of Banking, New York City; C. S. Ohsner, Columbus, O.; Walter W. Smith, Metropolitan, Ruthersfordton, N. C.; Hal L. Nutt, director of the Purdue Institute, and Francis L. Merritt, vice-president Central Life of Des Moines.

H. Ross Pierson, Home Life, is association president, and Wade R. Thorley, Lincoln National was general chairman of the congress.

Altoona, Pa.—Officers installed at the annual Ladies' Night banquet were: President, Fred Schuler, Prudential; 1st vice-president, Isaac Lasser, Metropolitan; 2nd vice-president, Ralph A. Mannion, New York Life; secretary, C. W. McDowell, Northwestern Mutual; treasurer, Charles Glass, Metropolitan.

Scottsbluff, Neb.—Ivan F. Childs, Lincoln National, Scottsbluff, has been elected president of the Nebraska Panhandle association. He succeeds E. H. Weerts, Bankers Life of Nebraska, Scottsbluff. Gale W. Sloan, Farmers & Bankers, was named vice-president; Maurice T. Boler, Equitable Society, secretary, and Ellsworth C. Hunter, Bankers Life of Nebraska, national committeeman.

HOME OFFICE LIFE UNDERWRITER

Needed by fast-growing Midwestern Life Insurance Company with over one-half billion in force. Challenging position with a good future. Outline life underwriting experience and qualifications in reply. Our employees know of this ad. All replies confidential. Address T-21, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

ount of South
onwealth Life
association a
re, Continen-
dent. He suc-
ornia-Western
n, New York
William Knibbs
ary.

is Lowell W.
W. S. Sey-
Life, is in
an, 2nd vice-
etary; Arthur

n has elected
Carl Klappen-
d F. Hobson
nan treasurer.

ast Bay asso-
ney, Banker
eeding Melva
G. Jennings,
ice-president;
ife, 2nd vice-
Metropolitan,
land, Pacific
Underwriter
ing.

s are: Robert
resident, suc-
ert Kuhlmg,
and David T.
-treasurer. It
ville and Na-
Austin will
the N.A.L.U.

lda, manager
resident suc-
cock Mutual,
asboro, John
ent; A. E.
opolitan, 2nd
New York

as been elect-
verton, L. A.
alph Martin,

r was elected
mgren, Ken-
A. Benedict,
surer.

oge has been
E. Daven-
Jay Brewer,
strell, secre-

eneral agent
ident; R. C.
ident; W. W.
Thomas Bit-
surer. J. H.
ing president,
James Radliff,
incinnati En-

isle D. Payne,
r, president;
ential, vice-
n, Equitable

se has been
ice-president,
Ronald An-

n County as-
J. Schlichter
ent, succeed-
burg. W. H.
ident; Frank
ary; John L.
Lewis E.
committee-

r, has been
Williamson.
t; James C.
rank Wilson.

Grayson of
David Marks,
y York City,
business insur-

istrict mana-
was speak-
association.
ly, Life of
ny, National
ce-president;
tesboro, 2nd
ens, Life of

of American
succeeding
life.

are William
n, vice-pres-
n-treasurer.
lected Tom
succeeding
1; Franklin
dent; Noyd

Leonard, Southland Life, secretary, and Harry Smith, Jr., Travelers, treasurer. They were installed at the June 24 meeting at which National Quality Award winners were announced and Round Table certificates were presented.

El Paso, Tex.—New association officers are: E. W. Kayser, Jr., Aetna Life, president; replacing Bill Goldfarb, Southwestern Life; Wayne Nisbett, Prudential, vice-president; George Lanaux, American National, secretary-treasurer.

Atlanta—The association has elected Richard A. Hills, Aetna Life, president, succeeding O. C. Dobbs, Life of Georgia; Louis F. Bunte, 1st vice-president, and James M. Thurman, 2nd vice-president.

Alexandria, La.—Ed Rand, Mutual of New York, has been elected president of the association; Milton Simpson, Travelers, vice-president, and Ivy Welch, State Life of Indiana, secretary-treasurer.

N. Y. Life to Have Top Officer Changes at Year-End

(CONTINUED FROM PAGE 1)

of the Pacific division with headquarters in San Francisco, has been named regional vice-president in that area, and O. R. Carter, field vice-president for the western division with headquarters in St. Louis, becomes regional vice-president in that area.

The company has not yet appointed the men to head the eastern and central regions.

Mr. Carter joined the company at Little Rock, Ark., later being appointed manager at Memphis. He went to



Dudley S. Bates



O. R. Carter

Shreveport, La. in 1923, became division supervisor in 1929, and five years later was promoted to inspector of agencies, with headquarters in Chicago. Mr. Carter went to St. Louis in 1941 as superintendent of agencies, becoming a field vice-president in 1949.

Mr. Bates started with New York Life in 1914 at San Francisco, was appointed manager at Fresno in 1923, and after serving as manager of the Golden Gate branch and the San Francisco clearing house, was appointed supervisor of the central pacific department in 1937. In 1944 he was advanced to superintendent of agencies for the Pacific division, and five years later was made a field vice-president.

To Retire After 30 Years

Oscar A. Anderson, general agent of Equitable Society at Cedar Rapids, Ia., since 1917, will retire at the end of the month. He will be succeeded by his son, Byron K., who has been with the agency 18 years. Company officials will honor Mr. Anderson at a retirement dinner June 30.

Midland Mutual Is Meeting

Midland Mutual Life is holding a four-day convention and educational conference at Skytop Lodge in the Pocono Mountains. Approximately 200 representatives, officers and wives are attending.

Sets N. A. Life, Chicago, Record

An app-a-week record for North American Life of Chicago has been set by Herman J. Gauchel, its manager at Racine, Wis. Mr. Gauchel has 1,100 weeks of uninterrupted production, or nearly 22 years.

Inequality of Interest Rate, Overall Demand Blamed for Dip in VA Home Loans

WASHINGTON, D. C.—Exceptionally heavy demand for all types of loans from life insurance companies and the present inability of the interest rate on VA guaranteed home loans to compete with other forms of investments are the cause of the recent lessening of life company acquisitions of these mortgages, Milford A. Vieser, vice-president of Mutual Benefit Life, declared in a statement to a House subcommittee of the veterans affairs committee.

Mr. Vieser, chairman of the joint committee on housing and mortgage lending of American Life Convention and Life Insurance Assn. of America, pointed out that in recent months there has been a lessening of life insurance company investment activity in VA home mortgages.

"Available data indicate that for the first four months of this year United States life companies acquired \$106,000,000 of these loans as compared with \$205,000,000 the first four months of the previous year. This decline in activity is traceable primarily to the exceptionally heavy demand for credit, a demand presently far in excess of the supply," Mr. Vieser declared.

"In the face of this heavy demand for credit, life insurance companies have less money to invest in mortgages than in previous years," he continued.

Mr. Vieser pointed out that in the near future the volume of life insurance company funds going into all types of new mortgages will depend largely on the repayments on existing mortgages and that portion of the asset growth of the companies which management believes should be allocated to mortgage investments to maintain sound investment portfolios.

"Another reason for the lessening of activity in VA loans is the failure of these loans to remain competitive with other forms of investments," he asserted. "The recent increase to 4½% on



Scene during commissioning of new Nebraska admirals at N.A.L.C. convention: Above, James F. Crafts, president of Fireman's Fund and chairman of committee on arrangements; C. A. Mueller, chief assistant commissioner of California; E. S. Cogswell, Massachusetts commissioner; Harry E. Wells, Indiana commissioner. Inset left, Martin Lewis, general manager of Surety Assn. of America, who collaborated in the ceremonies, and inset, right, R. E. Barrett, Illinois insurance director.

VA loans will prove an effective means of securing more life insurance funds for VA financing only when there is a decline in the exceptional demand for credit and a softening of interest rates generally.

"The situation could be improved by making VA mortgage rates flexible so that they will adjust to free market forces. Giving official approbation to selling government mortgages at a discount or premium would be one way of introducing some flexibility in the VA loan rate," he said.

Insurance representatives understand the veterans subcommittee will recommend to the full veterans affairs committee that it urge the House banking and currency committee to recommend elimination of section 504 of the housing act under which the VA last month issued its veterans loan discounting regulation. An alternative may be issuance by the banking committee of a statement setting aside the VA interpretation of section 504.

Shepherd Reviews Trends for San Francisco Actuaries

(CONTINUED FROM PAGE 1)

until the matter can be passed upon by the N.A.L.U. trustees at Cleveland in August.

Mr. Shepherd said that with the new administration in Washington, life insurance can be of assistance to the government. The government wants help in the way of personnel and advisory groups and every effort should be made to assist. Life companies, he said, ought to be willing to give their support to a sound money program.

Des Moines Managers Elect

Des Moines General Agents & Managers Assn. has elected Fred Van Reenen, Prudential, president; W. H. Fones, Central Life of Iowa, vice-president, and George Pflanz, III, Union Central Life, secretary-treasurer.

Our 75th Anniversary expansion program has opened many fine sales opportunities in the United States and Canada. Write today.

The MACCABEES • Detroit 2, Michigan

Late News Bulletins . . .

(CONTINUED FROM PAGE 1)

"market" in the few shares not handled by the syndicate. The quotation early this week was 17-3/8 bid, 17-7/8 asked. The syndicate has a supporting bid through Blyth & Co., which is not in the syndicate, of 17-5/8.

J. E. Holt Heads Aetna Life Houston Agency

J. E. Holt has been named head of the Houston general agency of Aetna Life. For two years he has been a partner in the agency with the late Joseph S. Smith. Covering all of southeastern Texas, the agency is the largest of five Aetna offices in the state.

Before becoming a partner in the Houston agency, Mr. Holt was associate general agent for four years. He joined Aetna in 1938 and went to Houston in 1941 as assistant manager of the group department, later becoming manager. A former president of Houston General Agents & Managers Assn., Mr. Holt also has served as vice-president of Houston Life Underwriters Assn.

J. T. Scott Heads New York City CLU

NEW YORK—John T. Scott, Penn Mutual, was elected president of New York City C.L.U. chapter Wednesday. Other officers are Samuel L. Zeigen, Provident Mutual, executive vice-president; James J. McCann, Home Life of New York, educational vice-president; A. J. Siragusa, Prudential, secretary, and E. B. Burr, Institute of Life Insurance, treasurer. Directors are G. D. Andrews, Phoenix Mutual; Bernard Eiber, Mutual Trust Life; A. W. Eisen, National of Vermont, and H. K. Gutmann, Mutual Life.

Unsound Extremes Seen in Piling of Group on Group

(CONTINUED FROM PAGE 1)

hurt the experience too much if all the group stayed in force, what is going to happen when business isn't so lush for some firms? Or when the tax incentive is removed or sharply reduced by a firm earning less, by the expiration of the excess profits tax, or by the removal of part of the tax deduction on amounts above a nominal limit per life? How many groups will stay in force—except for those containing the sourer risks?

Aside from adverse selection, the big worry among group men is that if group insurance continues to be used as a tax refuge for the well-heeled, the internal revenue bureau is going to make enough noise about it so that Congress will restrict the present right to deduct group term premiums as a business expense. Probably Congress wouldn't take away the right altogether but there is danger that if Congress is goaded into doing anything at all, it may go a lot further than even the most conservative group people would like.

What makes these large-limit multiple layer groups so vulnerable is that so many of them are frankly and avowedly aimed at benefiting the high brass in a company or partnership—and nobody else. There is not even a pretense that the big boys are just participating in a plan that is company-wide or virtually so. The laws permit the carving out of groups of any size down to the 25-life minimum provided there is no discrimination. For example, if the group is set up to include only department heads, then all department heads are eligible. The same requirement would apply if the basis for the group were persons earning \$15,000 a year. There is not too much difficulty about setting up a standard that will limit the coverage to the people that the management wants to cover.

Sometimes, though, the select group that the management wants to help may not be as many as 25 and the eligibility requirements are stretched a little to bring in other employees who would be excluded under a strict interpretation of the rules. This has been a cause for concern because this increases the chances for anti-selection and particularly for over-insurance.

Some group insurers have gotten

canny and introduced a factor in the dividend or experience rating formula to take care of presumed extra mortality in cases where superimposition of groups seems likely to result in adverse selection. However, some group experts question whether this differential will continue to be permitted, as it would be hard to justify on the basis of a provable difference in mortality costs between superimposed and non-superimposed cases.

Some companies have taken the precaution of finding out in advance the names of those who are to have the top amounts of coverage and running them through the M.I.B., even though this is out of line with orthodox group underwriting procedure. Most of the high earners have had a decided increase in their incomes in the last 10 years and it's probably that because of their family situations they would have bought, or at least applied for some ordinary insurance.

When a number of insurers are taking slices of a small group, like the 25-life aggregation already mentioned, the usual practice is to insist on covering each member for the same amount. An insurer figures that if the younger, supposedly more healthy lives in the group are insured for, say, \$10,000 each, then it has a measure of protection from possible adverse selection involved in insuring the older members for a like amount.

Of course, when the group is larger, the amounts graduate up to much higher limits on the top executives than the \$80,000 figure previously referred to. For example, a law firm with 150 employees may have up to \$100,000 on the top men, underwritten by half a dozen insurers.

Expiration of the excess profits tax or the lowering of the corporate income tax would have a deterring effect mainly where the ownership is active in the management, as in a close corporation or a partnership, according to group insurance men trying to forecast the sales and persistency prospects. Otherwise, it is believed that managements will not be deterred from continuing the protection they have bought or buying coverage up to the limit of whatever laws may then be in effect.

Gets N. Y. Blue Shield Post

Frank Van Dyk has been elected a vice-president of United Medical Service, New York's Blue Shield Plan. Since the founding of UMS in 1944, Mr. Van

Dyk, who is a vice-president and one of the founders of Associated Hospital Service of New York, the Blue Cross plan affiliated with UMS, has directed enrollment activities of both plans.

Study Finds More Than 120 Retirement Income Plans

More than 120 methods of determining retirement income are used in the 317 pension plans of smaller employers surveyed by the Employee Benefit Plan Review, Chicago publication. All of the plans have less than 100 employees participating. About 36% of the plans provide retirement income by taking a percentage of the employee's annual pay and multiplying it by the number of years of service, while 29% provide for a flat percentage of pay usually subject to a minimum number of years of service.

Eighty percent of the plans provide for a pre-retirement death benefit of \$1,000 for each \$10 of retirement income. The most popular method of vesting is to allow a percentage of the employer's contribution for each year or period of service after an initial waiting period, 52% of the plans being on that basis.

Employers pay 100% of the cost of pensions under 51 1/2% of the plans surveyed. Under plans to which the employee contributes, the most prevalent cost to the employee was from 20% to 33 1/4% of the total. Most of the plans are funded by individual life insurance policies. The 317 plans surveyed represent about 3% to 4% of all plans in effect which are funded on that basis.

May Best for Mass. Mutual

Combined production of ordinary and group life during May set a new all-time Massachusetts Mutual Life record for production in a single month. Ordinary delivered business of \$30,207,883 and group deliveries of \$38,760,888 made the total \$68,968,771.

Ordinary production was 15.3% ahead of last May and was a new all-time high for May, the fourth month this year that a new record has been established. The ordinary total for the first five months of the year was \$163,101,065, a gain of 18%.

May group production was the largest single month's production in the history of the company and was 206.5% greater than last May's production. The five months' aggregate was \$60,941,622, an increase of 114.8%.

• David M. Key, Jr., Farm Bureau Life, has been elected treasurer of Columbus (O.) Assurance Accounting & Statistical Assn.

Principals in Ariz.

Benefit Investigation Are In the Courts

Repercussions of the bitter fight over adoption of a new insurance code in Arizona are observed in the suit by Robert H. Wallace, president of National Life & Casualty of Phoenix, against Harold W. Tshudy, a former agent of that company, on a charge of embezzlement. Mr. Wallace is majority leader of the Arizona house, and Mr. Tshudy is a member of the house. Mr. Tshudy was one of those who were strongly in favor of an investigation of Arizona benefit insurance companies, and the question of whether this should be conducted or not clouded up the issue over the adoption of the code so badly that the whole matter was postponed for a year.

Wallace accused Tshudy on the house floor of embezzlement, and now has gone to court with the charge that he took \$174 out of a \$348 premium he collected from Maybelle M. Biding. Mrs. Biding said she did pay that sum to Tshudy, but volunteered some doubts about his guilt.

After Tshudy had introduced his proposal to investigate the insurance companies, Wallace offered an amendment to investigate agents and agencies as well, and at that time accused Tshudy of making off with some of the company's money.

BRIEFS

• Chicago life agency cashiers are headed by President E. E. Anderson, Metropolitan; Eunice Poole, Jefferson Standard, vice-president, and Elizabeth Williams, Lincoln National, secretary-treasurer.

• John W. Biding, district manager of Equitable Society at Jamestown, N. Y., spoke at the installation banquet of Jamestown Young Adult Civic Council.

• Named as committee chairman for the annual meeting of Controllers Institute of America, to be held Sept. 27-30 at Boston, are James H. Eteson, State Mutual Life, and G. E. Perino, New England Mutual Life.

• John C. Voss, Wisconsin Axle division, Oshkosh, has been elected a trustee of Equitable Reserve Assn., Neenah, to succeed the late E. R. Williams. Mr. Voss is 31-year member of ERA.



Commissioner Hugh Combs of Arkansas, flanked by three ex-commissioners of his state: Herbert Graves, vice-president of National Old Line Life of Little Rock; Mr. Combs, M. J. Harrison, Little Rock attorney, and Jack G. McKenzie of San Francisco, legislative counsel for National Board of Fire Underwriters.

fight over
code in
the suit by
ent of Na-
f Phoenix,
a former
a charge of
is majority
e, and Mr.
house. Mr.
who were
stigation of
companies,
ether this
clouded up
on of the
ole matter

y on the
t, and now
charge that
premium he
Biding.
d pay that
eered some

ed his pro-
insurance
an amend-
and agen-
ne accused
h some of

ct manager
amestown,
on banquet
ult Civic

airman for
rollers In-
held Sept.
H. Eteson,
E. Perino,

Axle divi-
elected a
rve Assn.,
E. R. Wil-
member of



missioners
e of Little
McKenzie
writers.

CONFIDENCE

Hundreds of people climb these stairs each day of the week. They walk with a firm, assured step, a confidence inspired by experience. For this is the entrance to the home office of the Pan-American Life Insurance Company, Louisiana's largest Legal Reserve Life Insurance Company.

This well-placed confidence is one of the major assets which enable Pan-American representatives to build fine records of ever-increasing sales. Other important assets are:

- **Competitive Merchandise**
- **Flexible Underwriting**
- **Unexcelled Service To Policyholders**

Pan-American also provides its representatives with many personal benefits, including:

- **GROUP INSURANCE UP TO \$6000.**
- **FREE HOSPITALIZATION**
- **DISABILITY BENEFITS**

CRAWFORD H. ELLIS
President

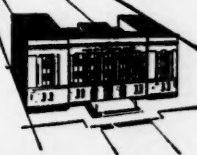
EDWARD G. SIMMONS
Executive Vice-President

KENNETH D. HAMER
Vice-President & Agency Director



For information Address
CHARLES J. MESMAN
Superintendent of Agencies

PAN-AMERICAN
LIFE INSURANCE CO.
NEW ORLEANS, U. S. A.



on december 31, 1952

- Insurance in force . . \$955,114,999
- Paid to policyowners . \$243,693,000
(Since 1895)
- Assets \$270,698,076.84
- Capital contingency funds and unassigned surplus \$18,501,113.82

The above figures are from our fifty-eighth annual statement. Write for a detailed report.

Kansas City Life Insurance Company

BROADWAY AT ARMOUR • KANSAS CITY, MISSOURI

FIDELITY

A WELL-BALANCED COMPANY



Balance Speeds Progress.
The better the balance...
the easier the progress.

Fidelity is
a well-balanced company.



75th Anniversary
1878 - 1953

The
FIDELITY MUTUAL
LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA

Tear this out...

IF YOU WANT YOUR NAME ADDED TO A MAILING LIST FOR HELPFUL SALES AIDS

Each month thousands of insurance men are receiving one or more of our specially designed brokerage publications, packed with money-making ideas, facts and figures. You, too, are invited to take advantage of this profitable service, without obligation.

Surplus business only is solicited from agents of other companies.

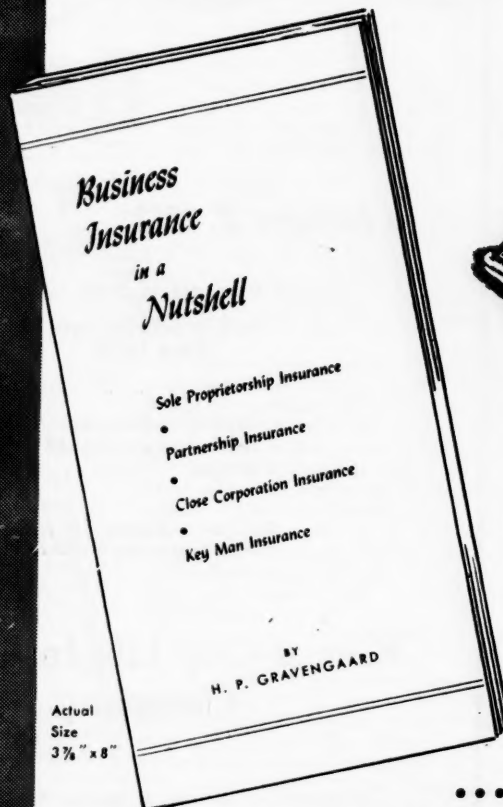


NAME _____
STREET & NO. _____
CITY _____ STATE _____

MAIL TODAY TO BROKERAGE DEPARTMENT

State Mutual Life Assurance Company
OF WORCESTER, MASSACHUSETTS

EVERY AGENT SHOULD READ . . .



✓ **STIMULATES BUSINESS
INSURANCE SALES
AS NEVER BEFORE**

✓ **ATTRACTS BIGGER —
BETTER SALES**

....the first *EASY* step into the **GOLDEN FIELD OF BUSINESS INSURANCE**

The Contents:

- The Opportunity for the Agent
- The Problems of Business
- The Solution through Business Insurance

A Story to Thrill Old and New Agents

To read this booklet is to awaken to the golden opportunity in the field of business insurance. Each page sparkles with ideas that thrill old and new agents alike.

Sole Proprietorship, Partnership, and Close Corporation Insurance is analyzed, evaluated, solved . . . concisely, interestingly . . . as only H. P. Gravengaard can.

The amazing benefits of Key Man Insurance and a suggested Plan round out the fascinating story. This is the booklet all Home Office executives, General Agents, and Managers have been seeking to enflame the interest and enthusiasm of their growing men in the booming field of Business Insurance.

Business Insurance is Easy

Business Insurance, as Mr. Gravengaard points out in this little booklet, is not one bit more complicated than personal insurance. The average life underwriter can handle business insurance without difficulty.

Business Insurance Goes Beyond Big Business

The record proves conclusively that business insurance concerns little business far more vitally than big business. Think of the possibilities for increased sales since 95 % of all business in the United States is so-called "small business".

10 Copies (Minimum Order)	\$2.50
25 Copies, each	.20
50 Copies, each	.14
100 Copies, each	.14
500 Copies, each	.12
1000 Copies, each	.10



The **NATIONAL UNDERWRITER COMPANY**
420 EAST FOURTH STREET, CINCINNATI 2, OHIO

